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(12) **United States Patent**  
**Philyaw**

(10) **Patent No.:** **US 7,505,922 B1**  
(45) **Date of Patent:** **Mar. 17, 2009**

(54) **METHOD AND APPARATUS FOR UTILIZING  
A UNIQUE TRANSACTION CODE TO  
UPDATE A MAGAZINE SUBSCRIPTION  
OVER THE INTERNET**

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(73) Assignee: **LV Partners, L.P.**, Dallas, TX (US)

EP 0 961 250 A2 12/1999

(\*) Notice: Subject to any disclaimer, the term of this  
patent is extended or adjusted under 35  
U.S.C. 154(b) by 0 days.

(Continued)

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(21) Appl. No.: **09/568,205**

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Sep. 22-25, 1997, Anaheim, CA, USA, extracted on Internet on Aug.  
2, 2002.\*

(22) Filed: **May 9, 2000**

**Related U.S. Application Data**

(Continued)

(63) Continuation of application No. 09/378,221, filed on  
Aug. 19, 1999, now Pat. No. 6,745,234, which is a  
continuation-in-part of application No. 09/151,530,  
filed on Sep. 11, 1998, now Pat. No. 6,098,106, and a  
continuation-in-part of application No. 09/151,471,  
filed on Sep. 11, 1998, now abandoned.

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(57)

**ABSTRACT**

(51) **Int. Cl.**

**G06Q 30/00** (2006.01)

**G06F 17/30** (2006.01)

(52) **U.S. Cl.** ..... **705/26; 705/8; 705/14;**  
**705/27; 707/3; 707/4; 707/5; 707/6; 707/10;**  
**707/104.1; 709/217; 709/218; 709/223; 709/245**

(58) **Field of Classification Search** ..... **705/26,**  
**705/27, 8, 14; 235/472.01, 472.02, 472.03;**  
**707/3, 4, 5, 6, 10, 104.1; 709/217, 218, 223,**  
**709/245; 370/362; 270/1.02, 1.03**

See application file for complete search history.

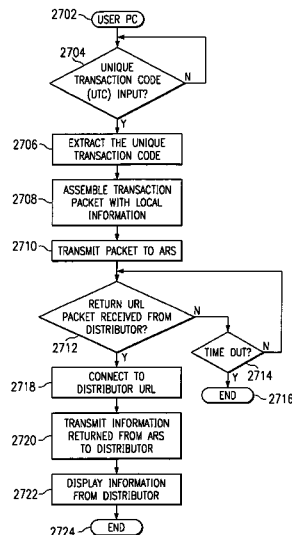
The present invention disclosed herein comprises a method  
for completing an electronic commerce transaction over a  
global communication network initiated between a vendor  
and a potential consumer. The method includes the steps of  
associating a unique transaction code with the initiated trans-  
action between the vendor and the potential consumer for use  
by the consumer in completing a specific electronic com-  
merce transaction; associating in a reference server user  
information with the unique transaction code to provide a  
transaction packet; communicating the transaction packet to a  
remote vendor location from a user location; and completing  
the specific electronic commerce transaction upon receipt at  
the remote vendor location the transaction packet containing  
the user information in association with the unique transac-  
tion code.

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**4 Claims, 15 Drawing Sheets**



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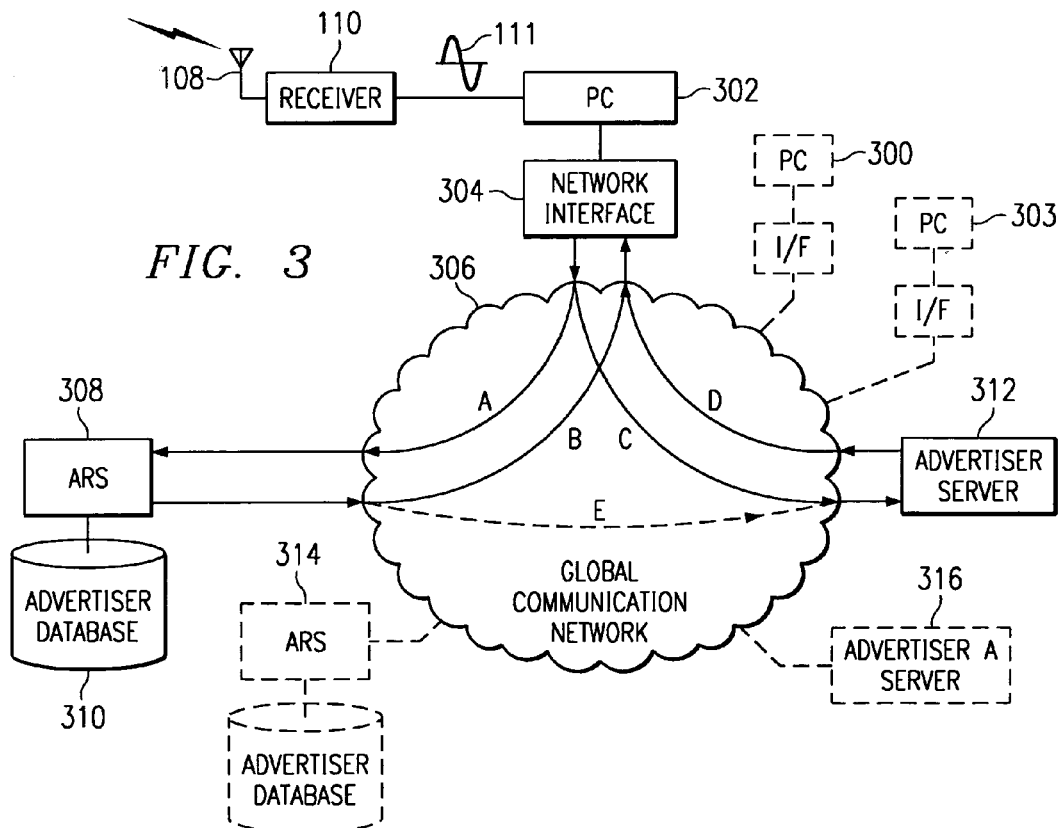
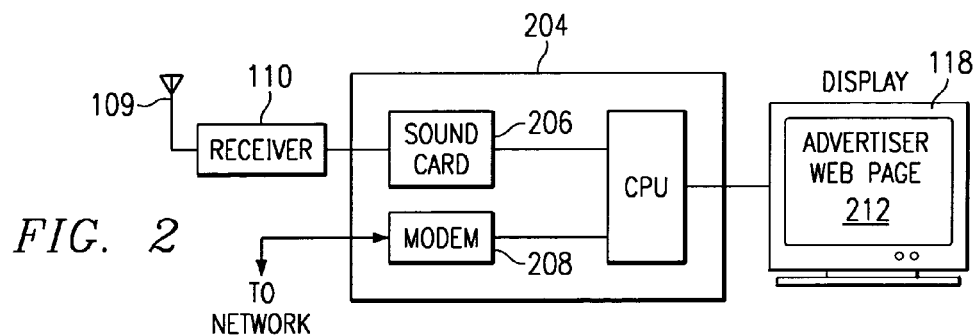
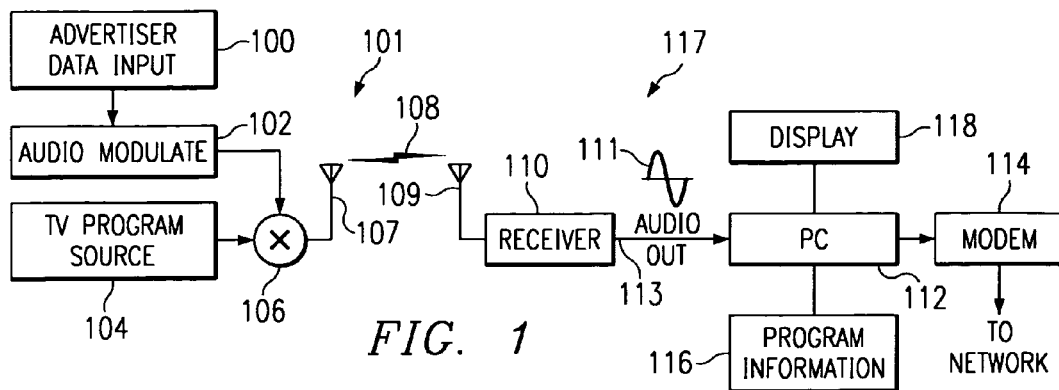
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PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

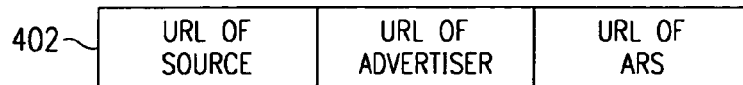


FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

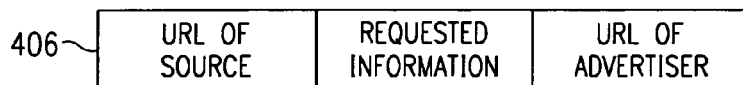


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

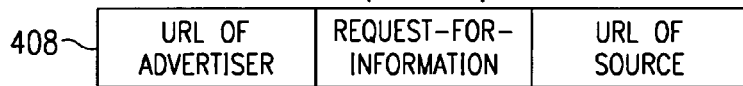


FIG. 4e

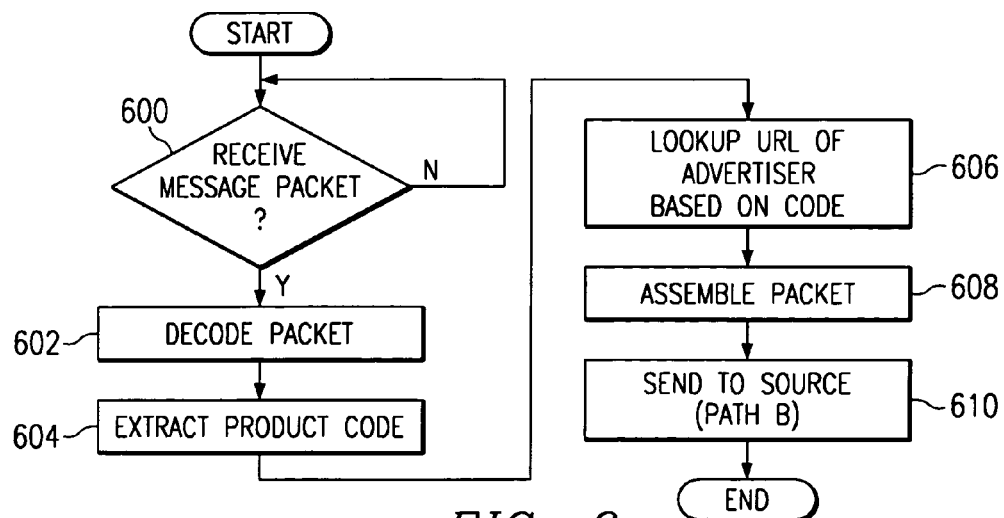


FIG. 6

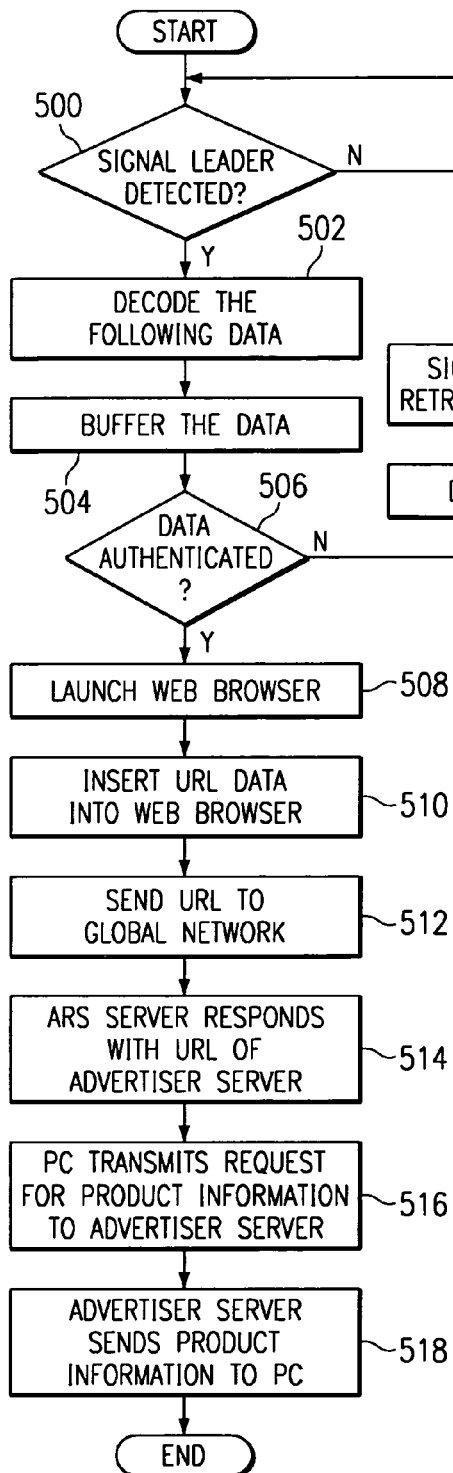


FIG. 5

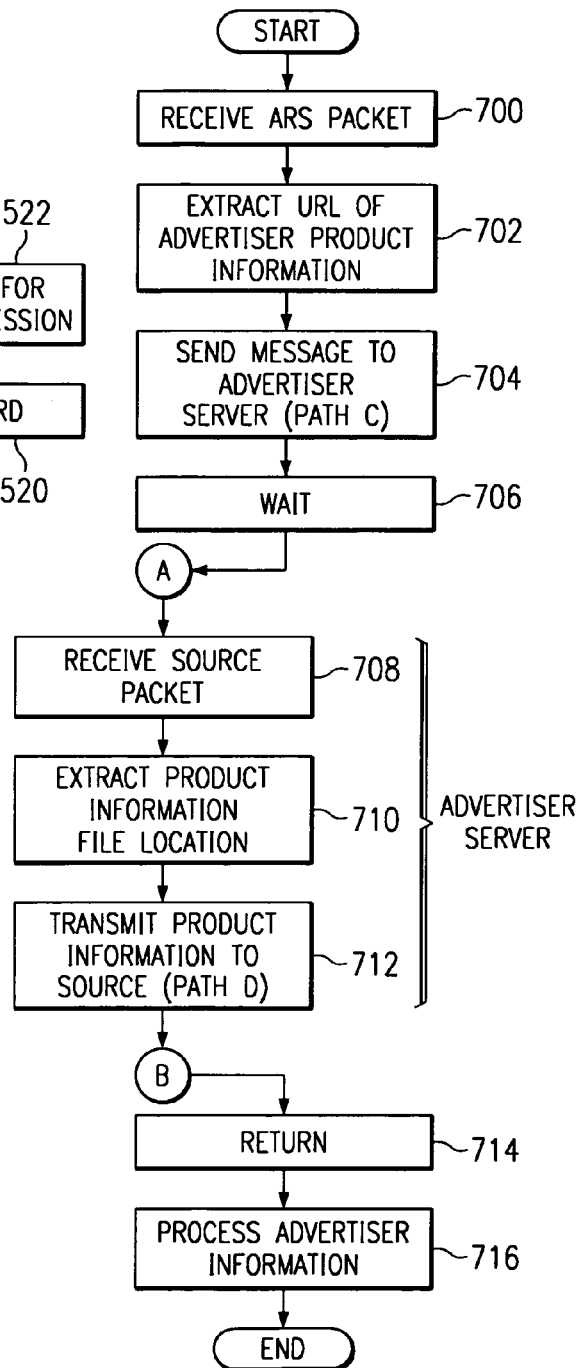


FIG. 7

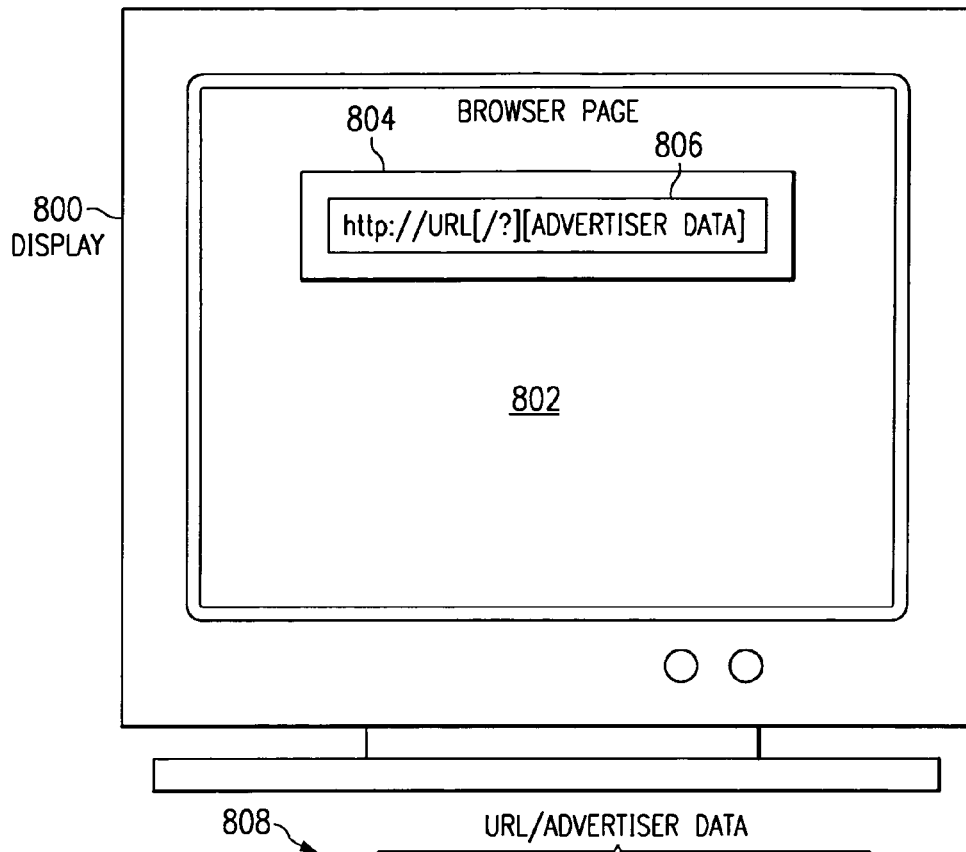


FIG. 8

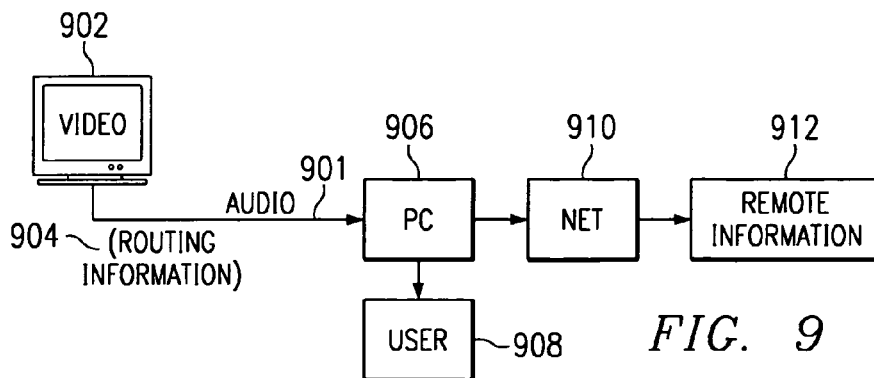
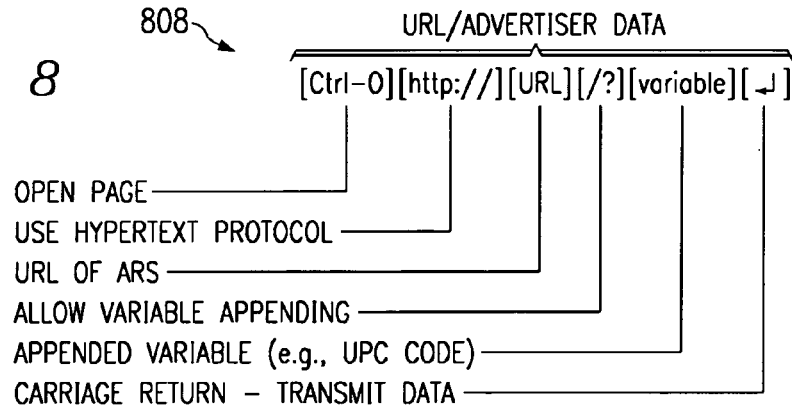
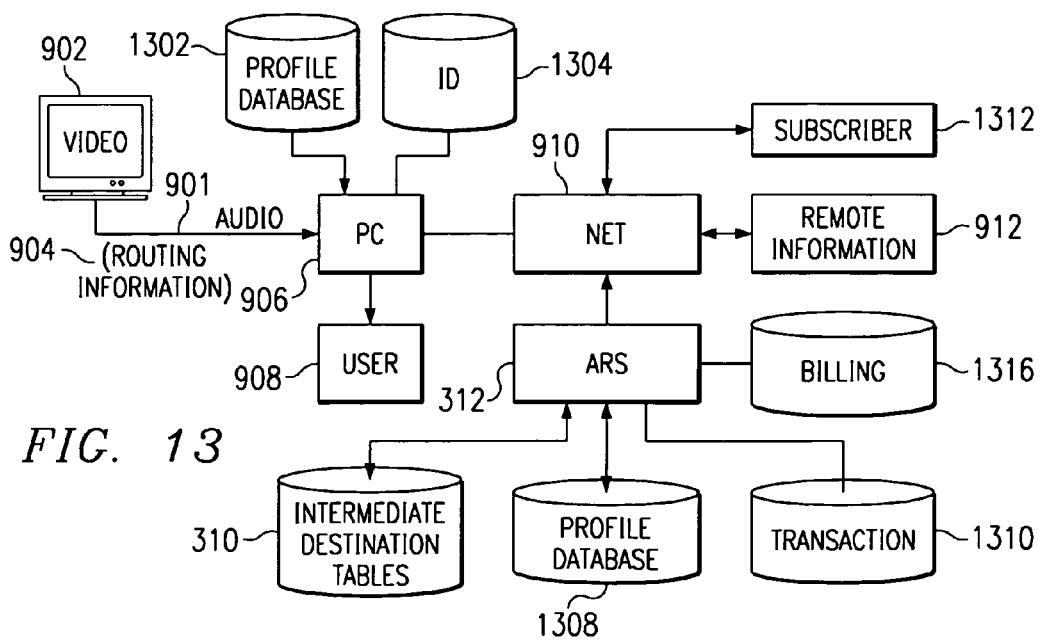
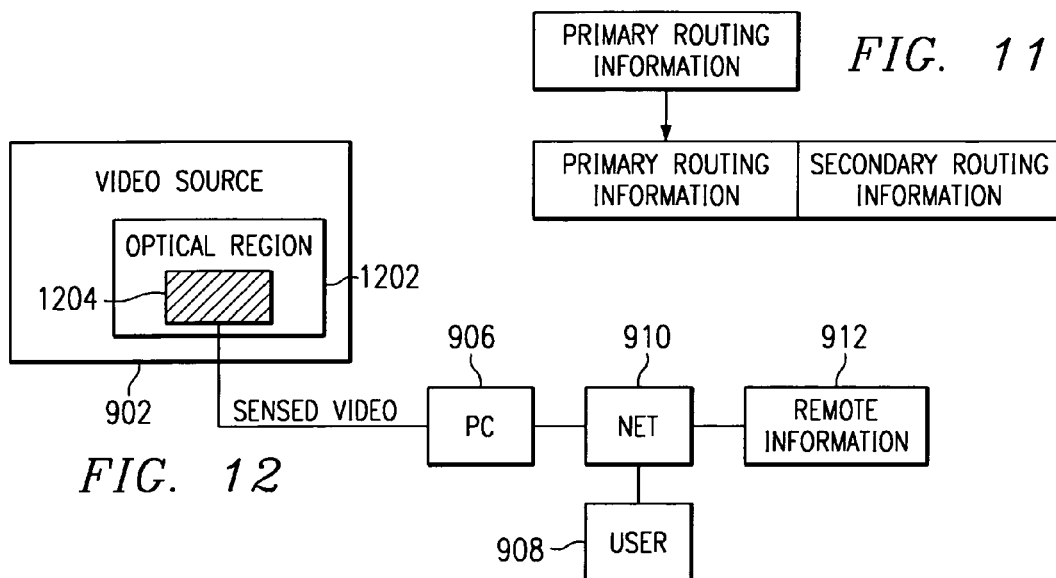
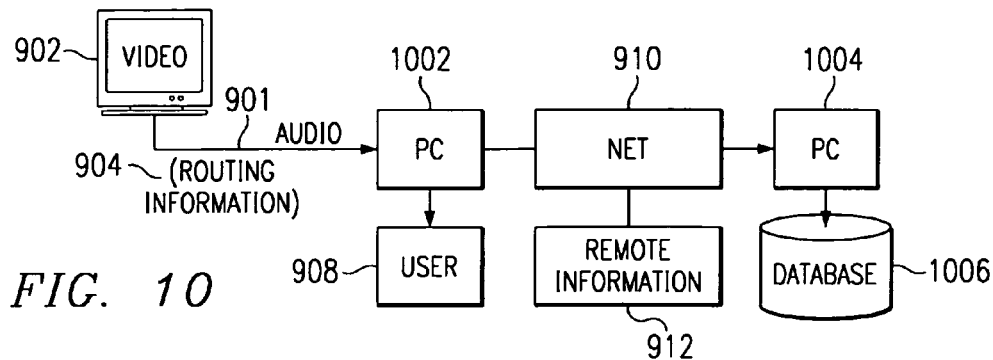


FIG. 9





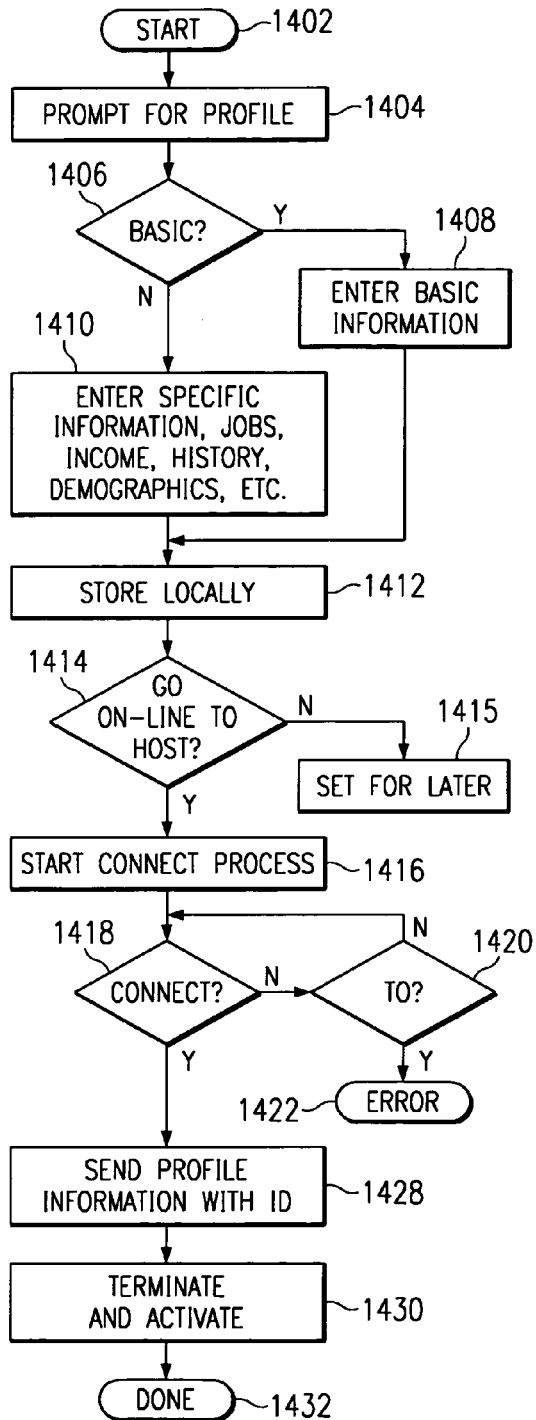


FIG. 14

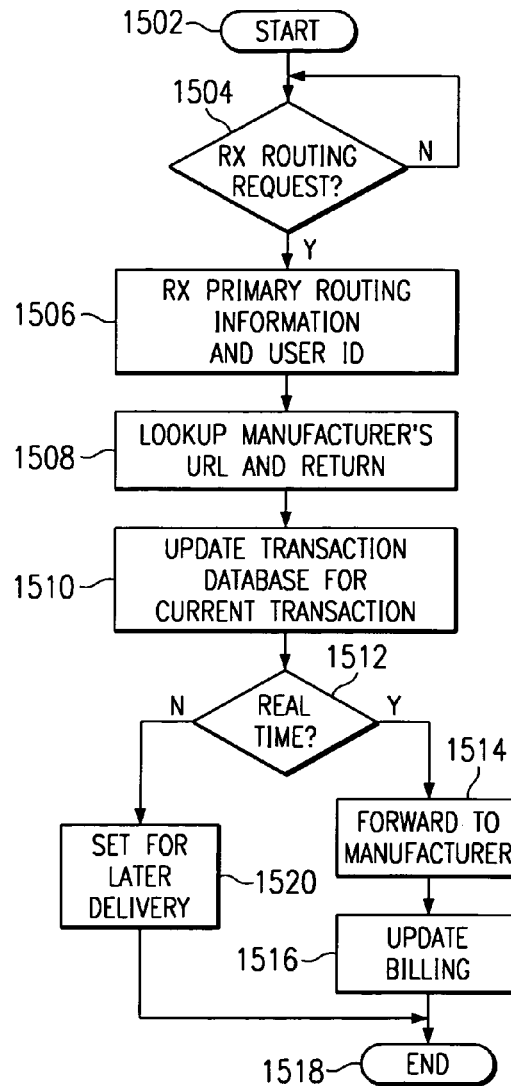
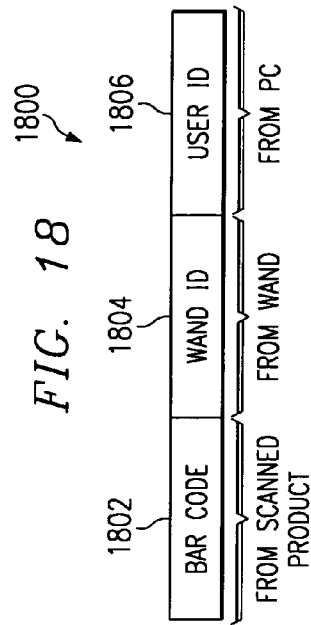
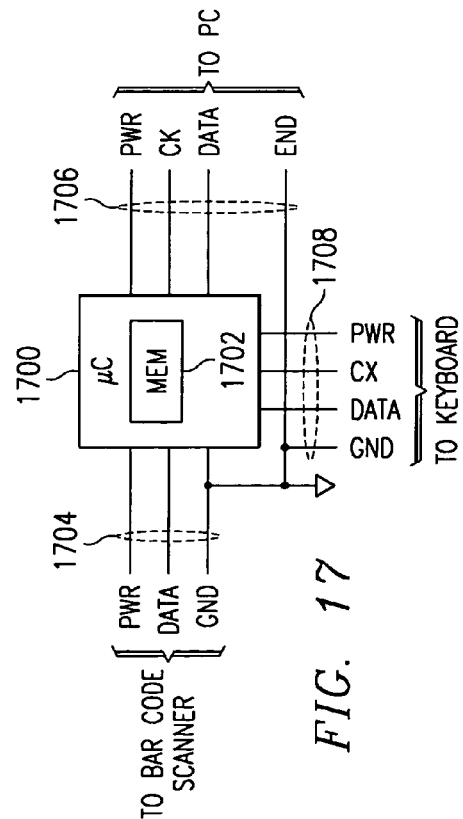
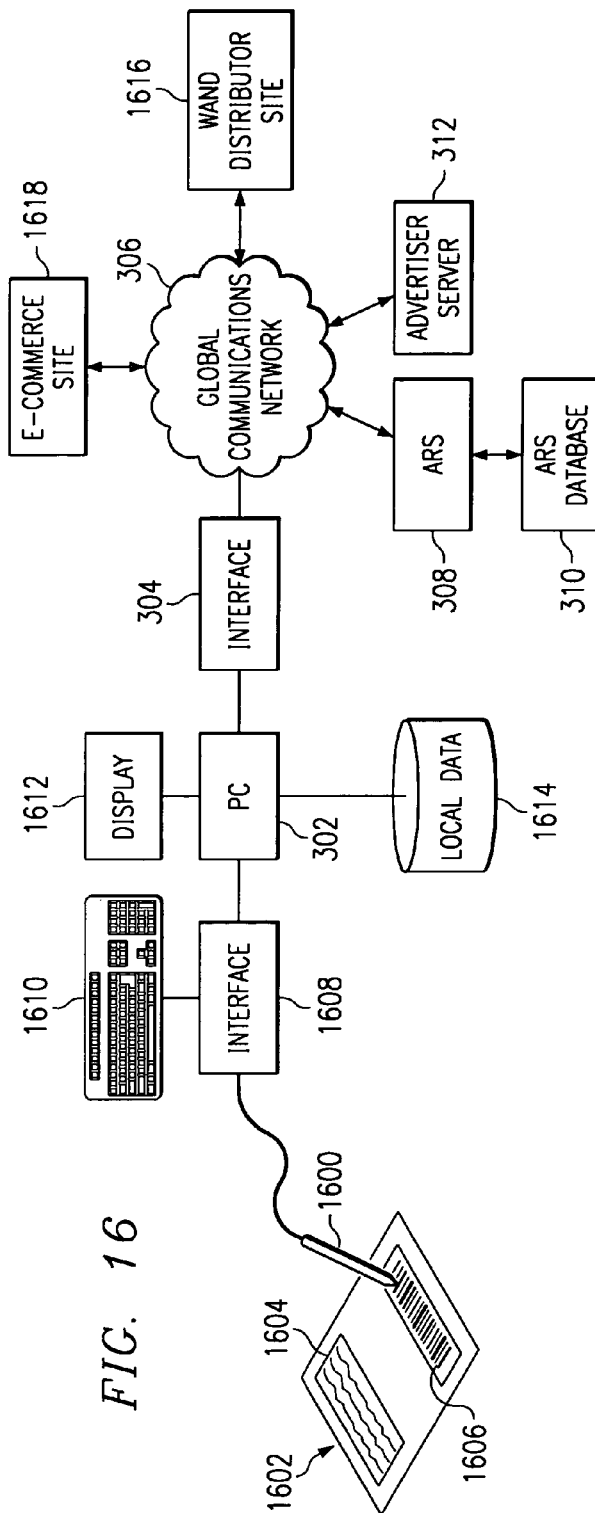


FIG. 15



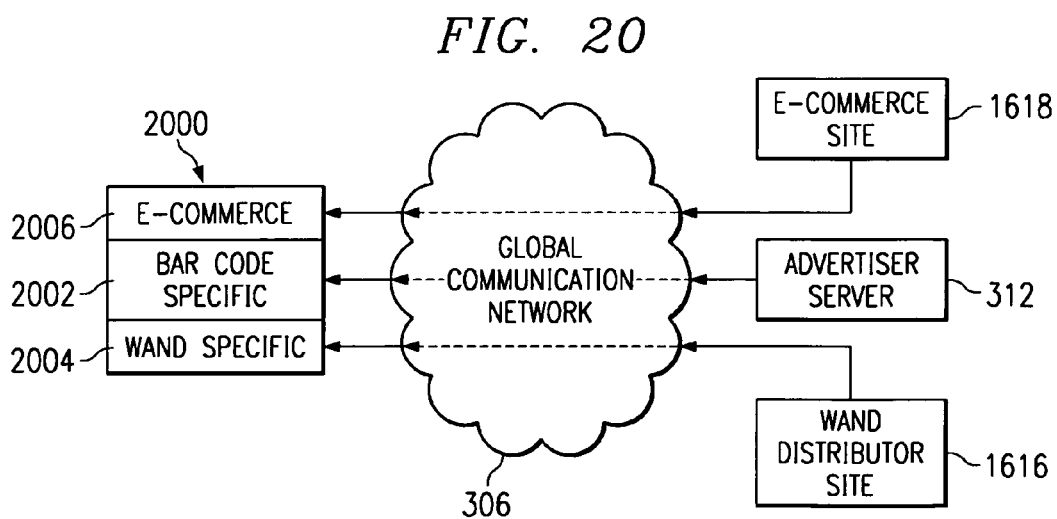
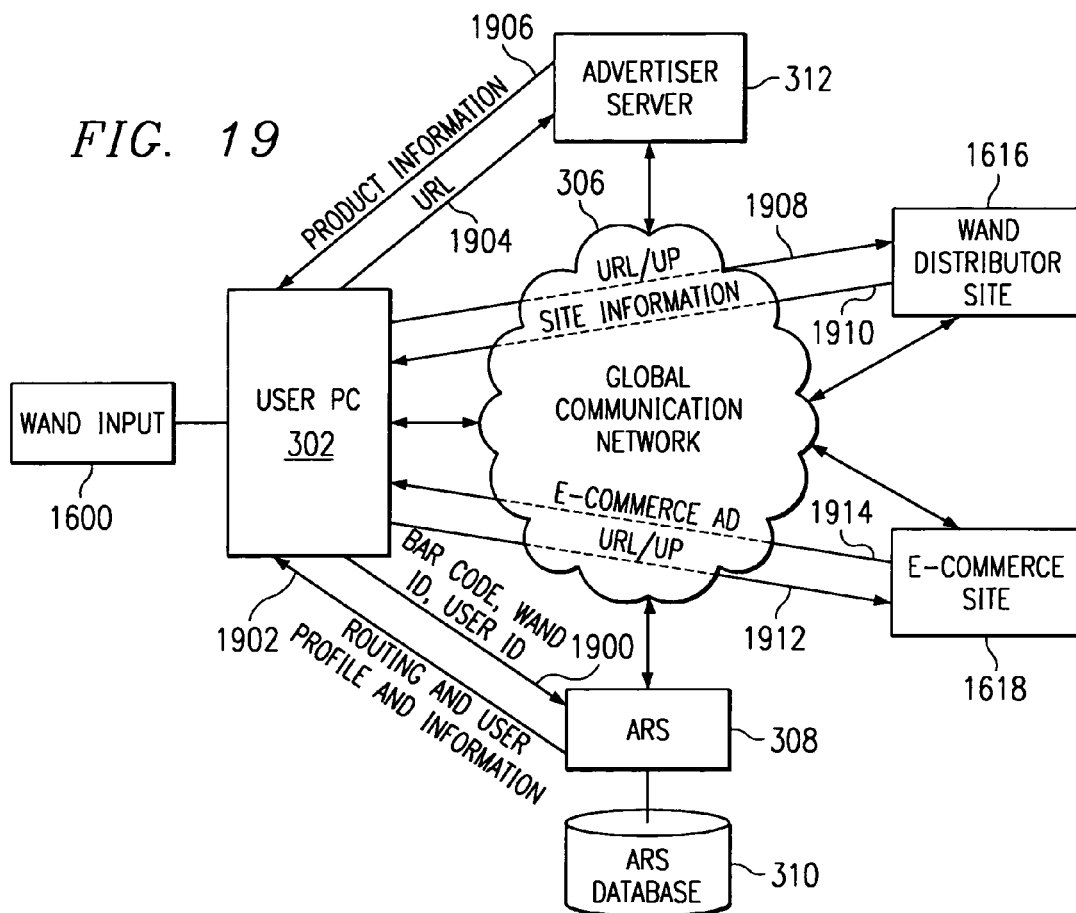


FIG. 21

ARS DATABASE  
2100

2102		2104		2106	2108	
PRODUCT		WAND		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22

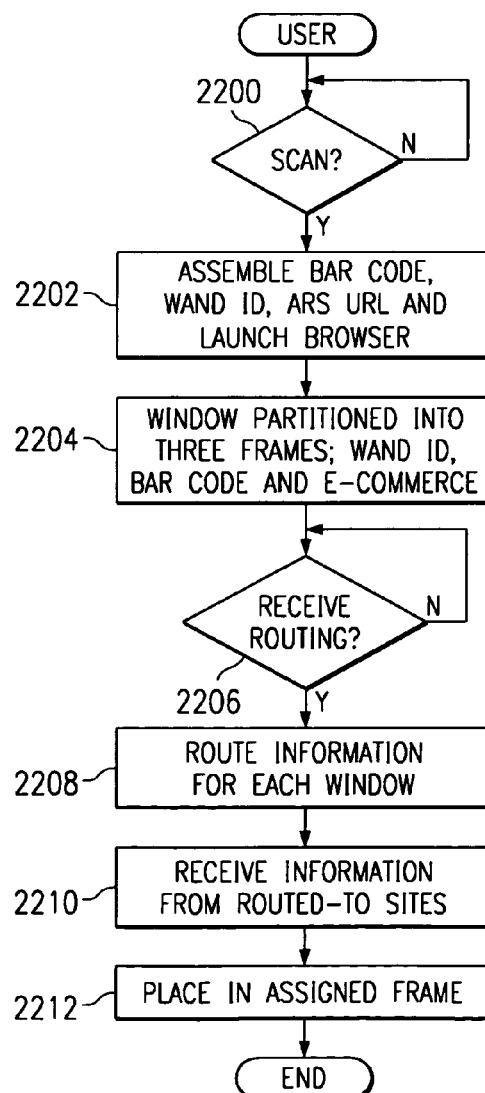


FIG. 23

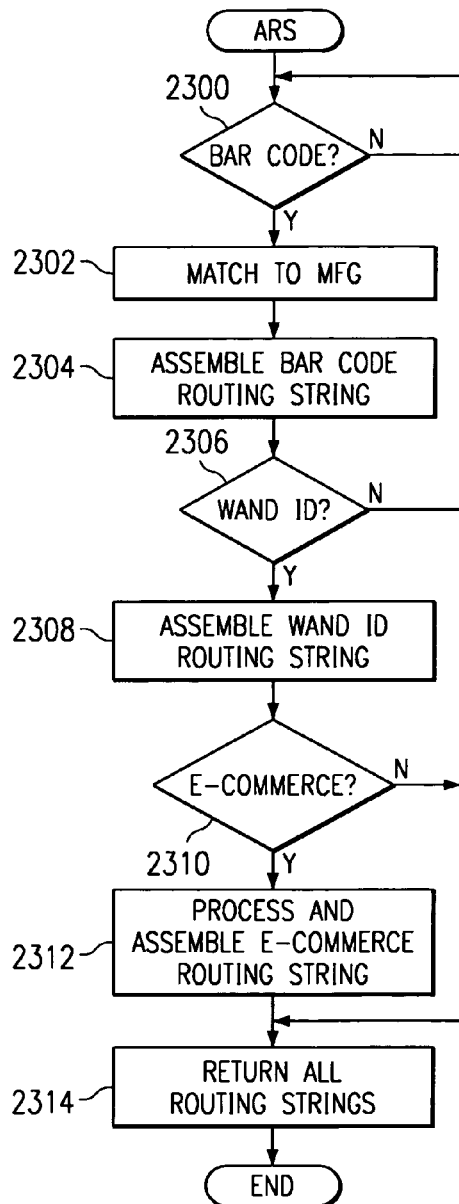
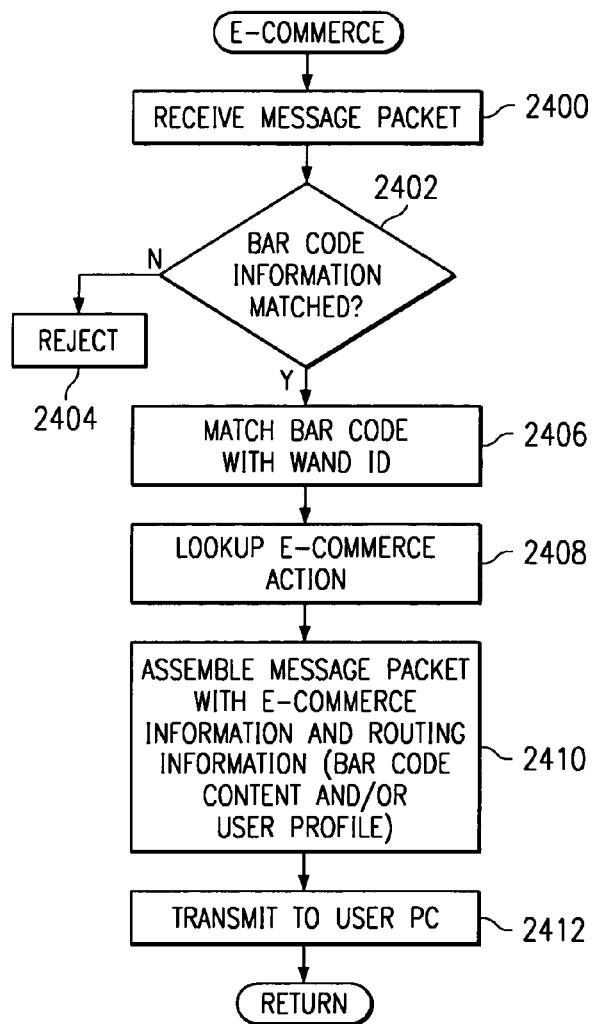


FIG. 24



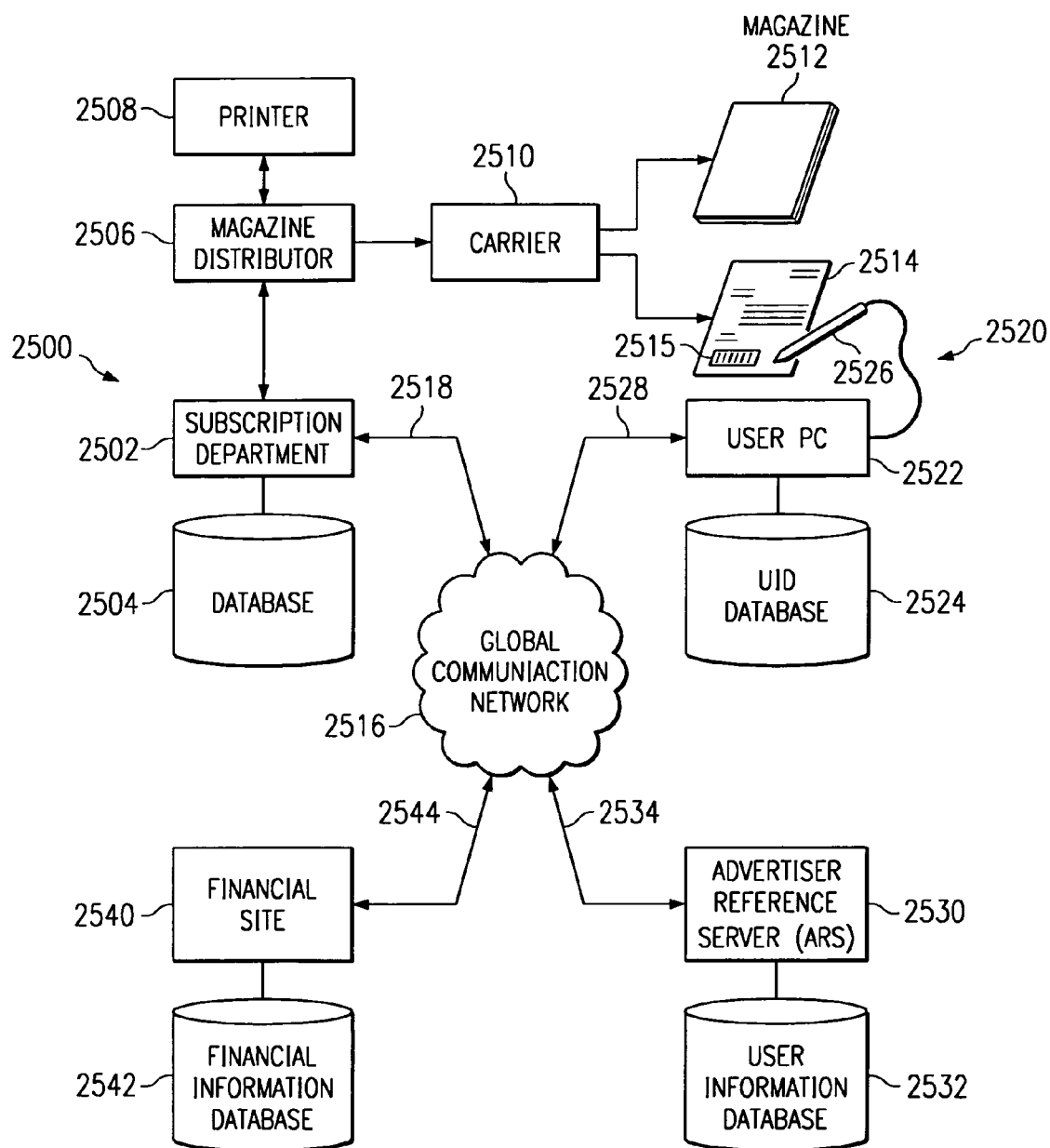
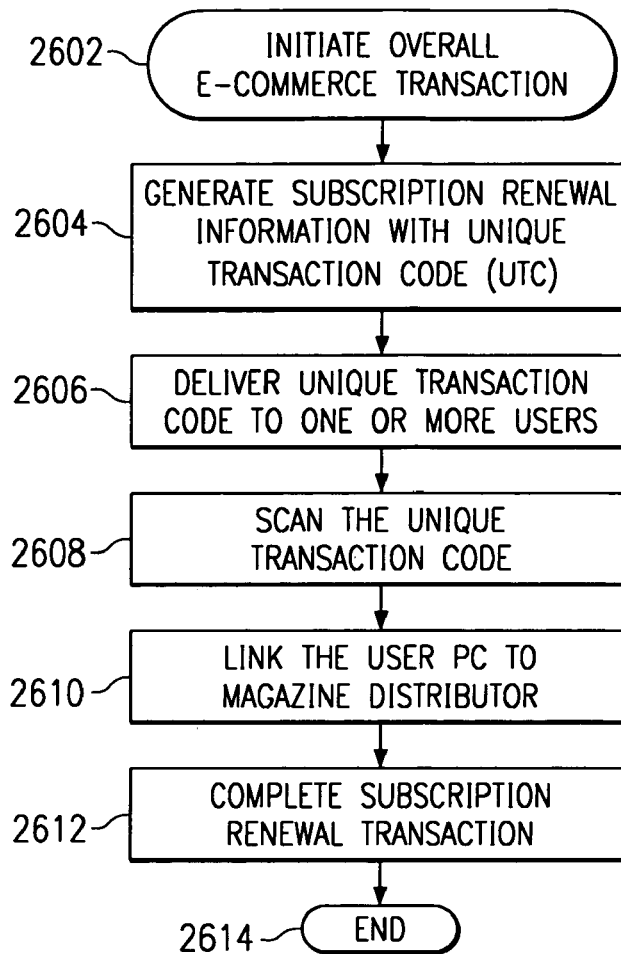


FIG. 25

*FIG. 26*

UNIQUE TRANSACTION CODE	URL	TRANSACTION INFORMATION
XXXX	XXX.XXX.XXX.XXX	XXXX
⋮	⋮	⋮

*FIG. 29*

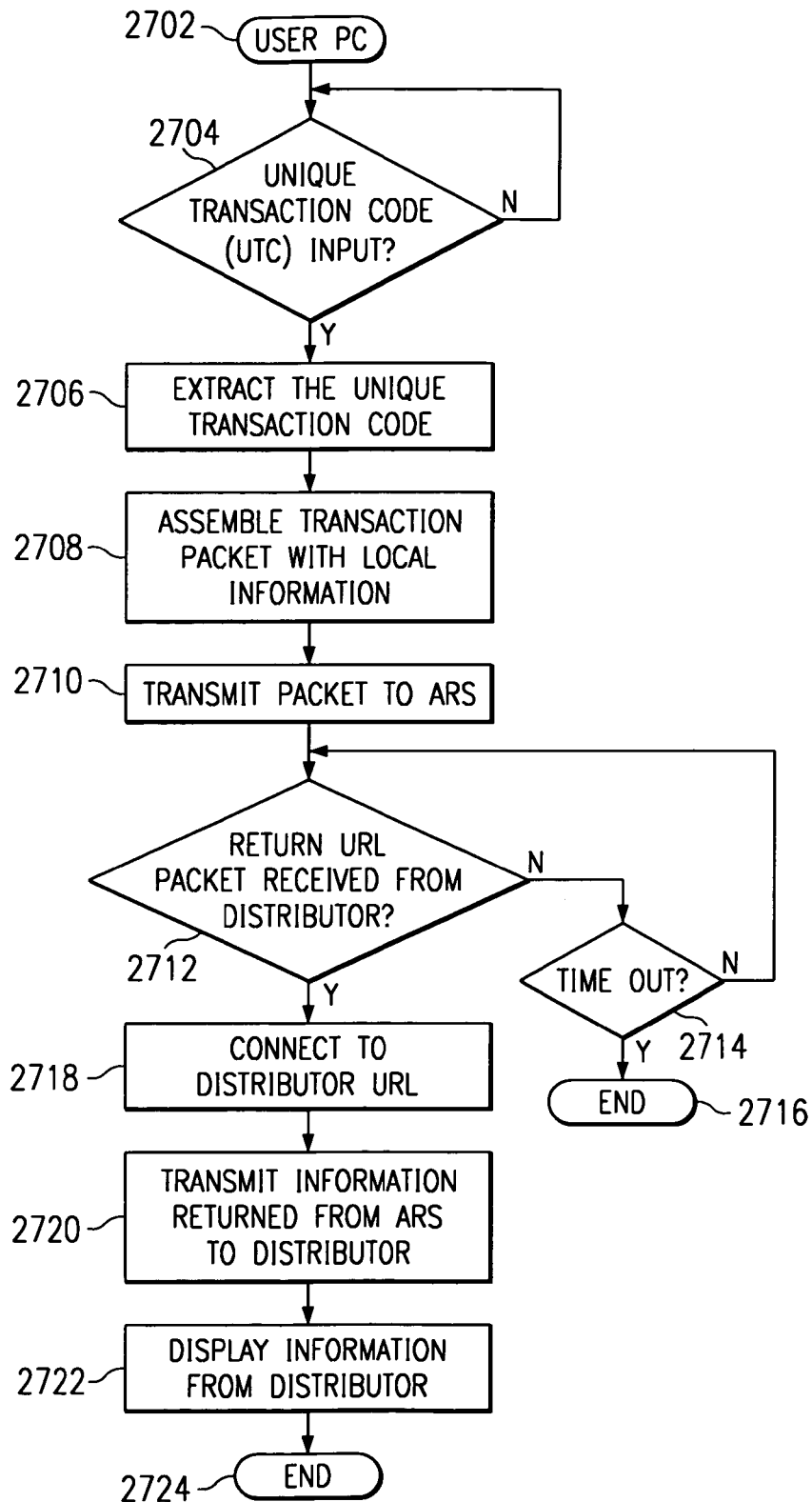


FIG. 27



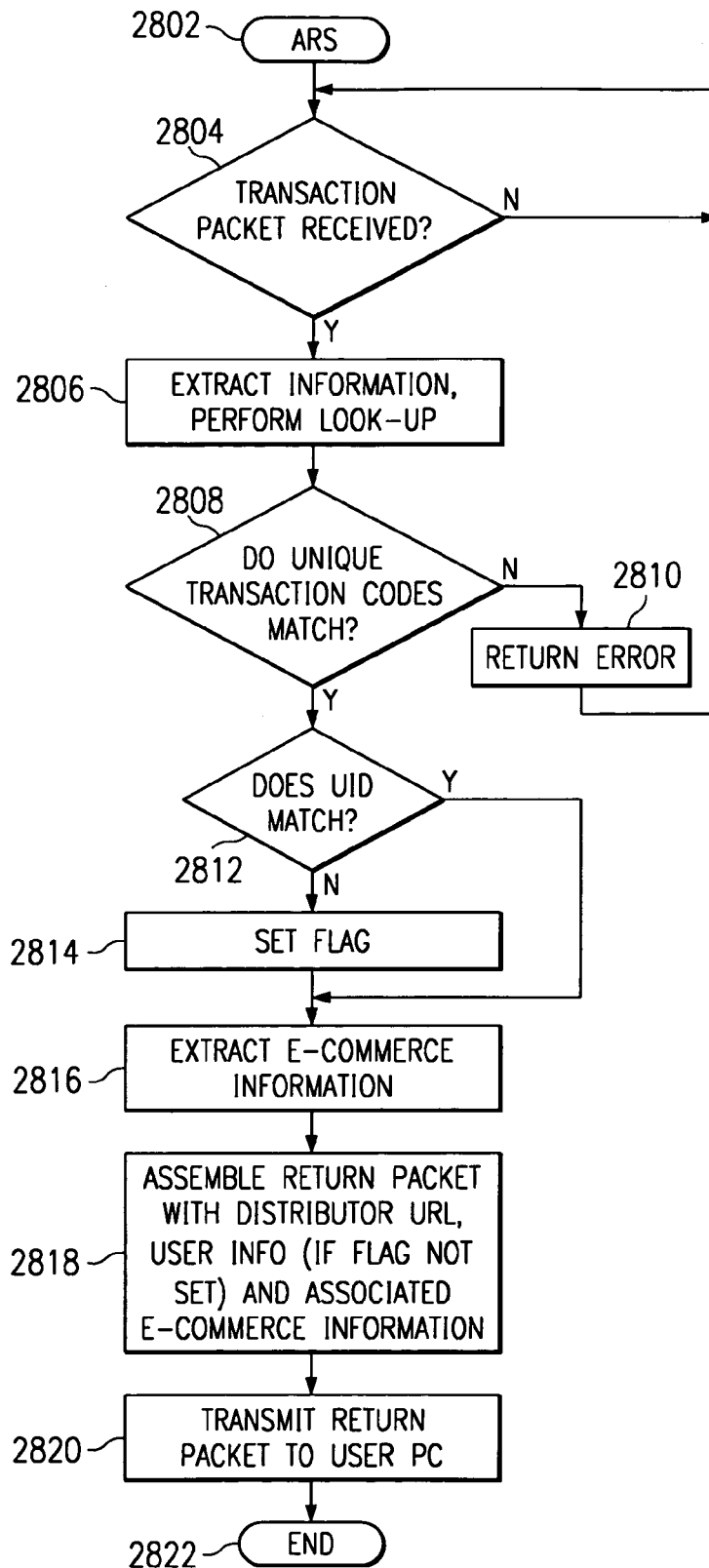


FIG. 28

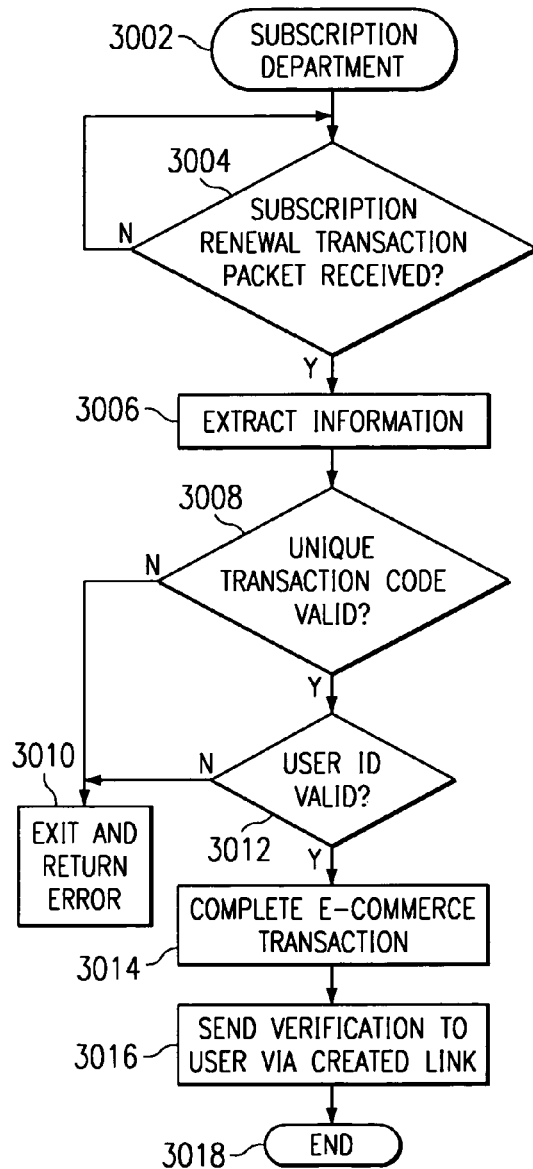


FIG. 30

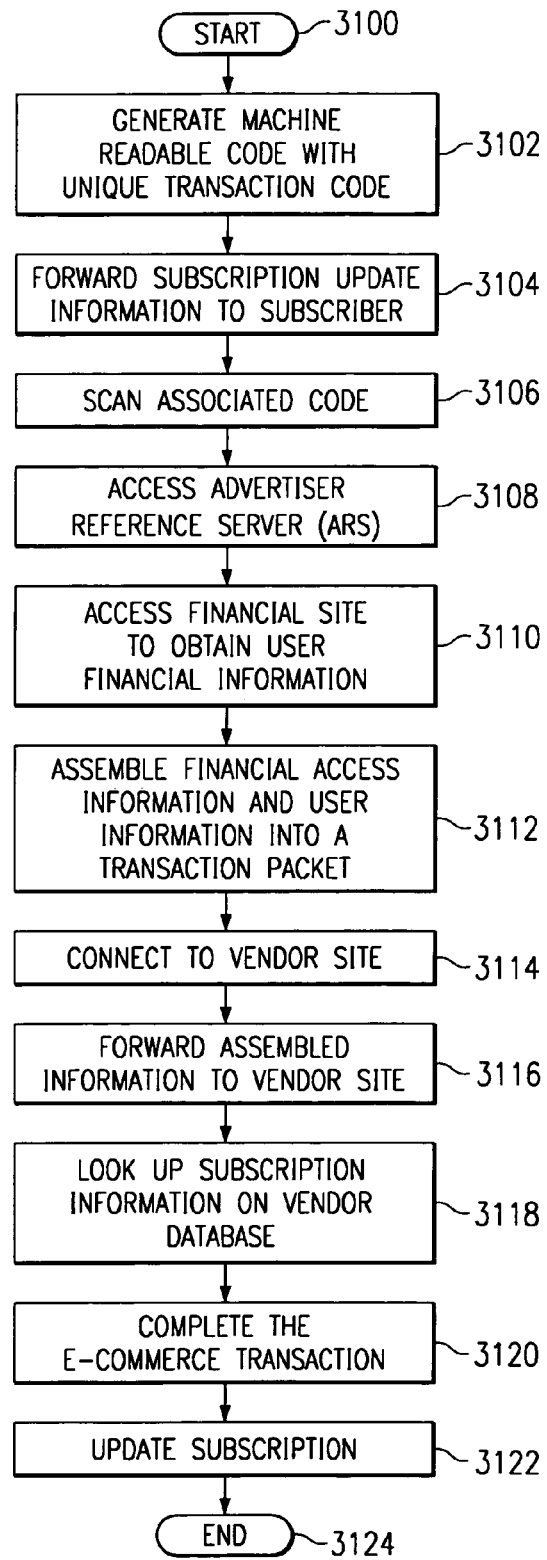


FIG. 31

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# METHOD AND APPARATUS FOR UTILIZING A UNIQUE TRANSACTION CODE TO UPDATE A MAGAZINE SUBSCRIPTION OVER THE INTERNET

## CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a Continuation-in-Part of U.S. patent application Ser. No. 09/378,221 entitled "METHOD AND APPARATUS FOR ACCESSING A REMOTE LOCATION BY SCANNING AN OPTICAL CODE," filed on Aug. 19, 1999, now U.S. Pat. No. 6,745,234, issued on Jun. 1, 2004, which is a Continuation-in-Part of U.S. patent application Ser. No. 09/151,471 entitled "METHOD FOR INTERFACING SCANNED PRODUCT INFORMATION WITH A SOURCE FOR THE PRODUCT OVER A GLOBAL NETWORK" filed on Sep. 11, 1998, now abandoned and U.S. patent application Ser. No. 09/151,530 entitled "METHOD FOR CONTROLLING A COMPUTER WITH AN AUDIO SIGNAL" filed on Sep. 11, 1998, and which issued on Aug. 1, 2000 as U.S. Pat. No. 6,098,106; and is related to co-pending U.S. patent application Ser. No. 09/382,426 filed Aug. 24, 1999 and entitled "METHOD AND APPARATUS FOR COMPLETING, SECURING AND CONDUCTING AN E-COMMERCE TRANSACTION."

## TECHNICAL FIELD OF THE INVENTION

This invention is related to a method of computer control and, more particularly, to a method for effecting an electronic commerce transaction between a vendor site and a consumer site each coupled to a global communication network.

## BACKGROUND OF THE INVENTION

With the growing numbers of computer users connecting to the "Internet," many companies are seeking the substantial commercial opportunities presented by such a large user base. For example, one technology which exists allows a television ("TV") signal to trigger a computer response in which the consumer will be guided to a personalized web page. The source of the triggering signal may be a TV, video tape recorder, or radio. For example, if a viewer is watching a TV program in which an advertiser offers viewer voting, the advertiser may transmit a unique signal within the television signal which controls a program known as a "browser" on the viewer's computer to automatically display the advertiser's web page. The viewer then simply makes a selection which is then transmitted back to the advertiser.

In order to provide the viewer with the capability of responding to a wide variety of companies using this technology, a database of company information and Uniform Resource Locator ("URL") codes is necessarily maintained in the viewer's computer, requiring continuous updates. URLs are short strings of data that identify resources on the Internet: documents, images, downloadable files, services, electronic mailboxes, and other resources. URLs make resources available under a variety of naming schemes and access methods such as HTTP, FTP, and Internet mail, addressable in the same simple way. URLs reduce the tedium of "login to this server, then issue this magic command . . ." down to a single click. The Internet uses URLs to specify the location of files on other servers. A URL includes the type of resource being accessed (e.g., Web, gopher, FTP), the address of the server, and the location of the file. The URL can point to any file on any networked computer. Current technology

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requires the viewer to perform periodic updates to obtain the most current URL database. This aspect of the current technology is cumbersome since the update process requires downloading information to the viewer's computer. Moreover, the likelihood for error in performing the update, and the necessity of redoing the update in the event of a later computer crash, further complicates the process. Additionally, current technologies are limited in the number of companies which may be stored in the database. This is a significant limitation since world-wide access presented by the Internet and the increasing number of companies connecting to perform on-line E-commerce necessitates a large database.

## SUMMARY OF THE INVENTION

The present invention disclosed herein comprises a method for completing an electronic commerce transaction over a global communication network initiated between a vendor and a potential consumer comprising the steps of associating a unique transaction code with the initiated transaction between the vendor and the potential consumer for use by the consumer in completing a specific electronic commerce transaction; associating in a reference server user information with the unique transaction code to provide a transaction packet; communicating the transaction packet to a remote vendor location from a user location; and completing the specific electronic commerce transaction upon receipt at the remote vendor location the transaction packet containing the user information in association with the unique transaction code.

## BRIEF DESCRIPTION OF THE DRAWINGS

For a more complete understanding of the present invention and the advantages thereof, reference is now made to the following description taken in conjunction with the accompanying Drawings in which:

FIG. 1 illustrates a block diagram of the preferred embodiment;

FIG. 2 illustrates the computer components employed in this embodiment;

FIG. 3 illustrates system interactions over a global network;

FIGS. 4a-4e illustrate the various message packets transmitted between the source PC and network servers used in the preferred embodiment;

FIG. 5 is a flowchart depicting operation of the system according to the preferred embodiment;

FIG. 6 illustrates a flowchart of actions taken by the Advertiser Reference Server ("ARS") server;

FIG. 7 illustrates a flowchart of the interactive process between the source computer and ARS;

FIG. 8 illustrates a web browser page receiving the modified URL/advertiser product data according to the preferred embodiment;

FIG. 9 illustrates a simplified block diagram of the disclosed embodiment;

FIG. 10 illustrates a more detailed, simplified block diagram of the embodiment of FIG. 9;

FIG. 11 illustrates a diagrammatic view of a method for performing the routing operation;

FIG. 12 illustrates a block diagram of an alternate embodiment utilizing an optical region in the video image for generating the routing information;

FIG. 13 illustrates a block diagram illustrating the generation of a profile with the disclosed embodiment;

FIG. 14 illustrates a flowchart for generating the profile and storing at the ARS;

FIG. 15 illustrates a flowchart for processing the profile information when information is routed to a user;

FIG. 16 illustrates a general block diagram of a disclosed embodiment;

FIG. 17 illustrates the conversion circuit of the wedge interface;

FIG. 18 illustrates a sample message packet transmitted from the user PC to the ARS;

FIG. 19 illustrates a more detailed block diagram of the routing of the message packets between the various nodes;

FIG. 20 illustrates a block diagram of a browser window, according to a disclosed embodiment;

FIG. 21 illustrates a diagrammatic view of information contained in the ARS database;

FIG. 22 illustrates a flowchart of the process of receiving information for the user's perspective;

FIG. 23 illustrates a flowchart according to the ARS;

FIG. 24 illustrates a flowchart of the process performed at the E-commerce node;

FIG. 25 illustrates a block diagram of a system for processing a transaction to modify or complete an E-commerce transaction such as renewal of a subscription to a periodical;

FIG. 26 illustrates a flowchart of the overall operation of the processing of an E-commerce transaction in the system illustrated in FIG. 25;

FIG. 27 illustrates a flowchart of the E-commerce transaction of FIG. 26 occurring at the user site;

FIG. 28 illustrates a flowchart of the E-commerce transaction of FIG. 26 occurring at the ARS;

FIG. 29 illustrates a relational database associated with the ARS;

FIG. 30 illustrates a flowchart of the E-commerce transaction of FIG. 26 occurring at the subscription department; and

FIG. 31 illustrates a flowchart of an alternate embodiment of the operation of the system for processing a transaction.

#### DETAILED DESCRIPTION OF THE INVENTION

Referring now to FIG. 1, there is illustrated a block diagram of a system for controlling a personal computer ("PC") 112 via an audio tone transmitted over a wireless system utilizing a TV. In the embodiment illustrated in FIG. 1, there is provided a transmission station 101 and a receive station 117 that are connected via a communication link 108. The transmission station 101 is comprised of a television program source 104, which is operable to generate a program in the form of a broadcast signal comprised of video and audio. This is transmitted via conventional techniques along channels in the appropriate frequencies. The program source is input to a mixing device 106, which mixing device is operable to mix in an audio signal. This audio signal is derived from an audio source 100 which comprises a coded audio signal which is then modulated onto a carrier which is combined with the television program source 104. This signal combining can be done at the audio level, or it can even be done at the RF level in the form of a different carrier. However, the preferred method is to merely sum the audio signal from the modulator 102 into the audio channel of the program that is generated by the television program source 104. The output thereof is provided from the mixing device 106 in the form of broadcast signal to an antenna 107, which transmits the information over the communication link 108 to an antenna 109 on the receive side.

On the receive side of the system, a conventional receiver 110, such as a television is provided. This television provides

a speaker output which provides the user with an audible signal. This is typically associated with the program. However, the receiver 110 in the disclosed embodiment, also provides an audio output jack, this being the type RCA jack. This jack is utilized to provide an audio output signal on a line 113 which is represented by an audio signal 111. This line 113 provides all of the audio that is received over the communication link 108 to the PC 112 in the audio input port on the PC 112. However, it should be understood that, although a direct connection is illustrated from the receiver 110 to the PC 112, there actually could be a microphone pickup at the PC 112 which could pick the audio signal up. In the disclosed embodiment, the audio signal generated by the advertiser data input device 100 is audible to the human ear and, therefore, can be heard by the user. Therefore, no special filters are needed to provide this audio to the PC 112.

The PC 112 is operable to run programs thereon which typically are stored in a program file area 116. These programs can be any type of programs such as word processing programs, application programs, etc. In the disclosed embodiment, the program that is utilized in the system is what is referred to as a "browser." The PC 112 runs a browser program to facilitate the access of information on the network, for example, a global communication network known as the "Internet" or the World-Wide-Web ("Web"). The browser is a hypertext-linked application used for accessing information. Hypertext is a term used to describe a particular organization of information within a data processing system, and its presentation to a user. It exploits the computer's ability to link together information from a wide variety of sources to provide the user with the ability to explore a particular topic. The traditional style of presentation used in books employs an organization of the information which is imposed upon it by limitations of the medium, namely fixed sized, sequential paper pages. Hypertext systems, however, use a large number of units of text or other types of data such as image information, graphical information, video information, or sound information, which can vary in size. A collection of such units of information is termed a hypertext document, or where the hypertext documents employ information other than text, hypermedia documents. Multimedia communications may use the Hypertext Transfer Protocol ("HTTP"), and files or formatted data may use the Hypertext Markup Language ("HTML"). This formatting language provides for a mingling of text, graphics, sound, video, and hypertext links by "tagging" a text document using HTML. Data encoded using HTML is often referred to as an "HTML document," an "HTML page," or a "home page." These documents and other Internet resources may be accessed across the network by means of a network addressing scheme which uses a locator referred to as a Uniform Resource Locator ("URL"), for example, "http://www.digital.com."

The Internet is one of the most utilized networks for interconnecting distributed computer systems and allows users of these computer systems to exchange data all over the world. Connected to the Internet are many private networks, for example, corporate or commercial networks. Standard protocols, such as the Transport Control Protocol ("TCP") and the Internet Protocol ("IP") provide a convenient method for communicating across these diverse networks. These protocols dictate how data are formatted and communicated. As a characteristic of the Internet, the protocols are layered in an IP stack. At higher levels of the IP stack, such as the application layer (where HTTP is employed), the user information is more readily visible, while at lower levels, such as the network level (where TCP/IP are used), the data can merely be observed as packets or a stream of rapidly moving digital

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signals. Superimposed on the Internet is a standard protocol interface for accessing Web resources, such as servers, files, Web pages, mail messages, and the like. One way that Web resources can be accessed is by browsers made by Netscape® and Microsoft Internet Explorer®.

Referring again now to FIG. 1, the user can load this program with the appropriate keystrokes such that a browser window will be displayed on a display 118. In one embodiment, the user can run the browser program on the PC 112 such that the browser window is displayed on the display 118. While watching a preferred program, the user can also view display 118. When an audio signal is received by the receiver 110 and the encoded information is contained therein that was input thereto by the advertiser, the PC 112 will then perform a number of operations. The first operation, according to the disclosed embodiment, is to extract the audio information within the received audio signal in the form of digital data, and then transmit this digital data to a defined location on the global communication network via a modem connection 114. This connection will be described hereinbelow. This information will be relayed to a proprietary location and the instructions sent back to the PC 112 as to the location of the advertiser associated with the code, and the PC 112 will then effect a communication link to that location such that the user can view on the display 118 information that the advertiser, by the fact of putting the tone onto the broadcast channel, desires the viewer to view. This information can be in the form of interactive programs, data files, etc. In one example, when an advertisement appears on the television, the tone can be generated and then additional data displayed on the display 118. Additionally, a streaming video program could be played on the PC received over the network, which streaming video program is actually longer than the advertising segment on the broadcast. Another example would be a sports game that would broadcast the tone in order to allow a user access to information that is not available over the broadcast network, such as additional statistics associated with the sports program, etc.

By utilizing the system described herein with respect to the disclosed embodiment of FIG. 1, an advertiser is allowed the ability to control a user's PC 112 through the use of tones embedded within a program audio signal. As will be described hereinbelow, the disclosed embodiment utilizes particular routing information stored in the PC 112 which allows the encoded information in the received audio signal to route this information to a desired location on the network, and then allow other routing information to be returned to the PC 112 for control thereof to route the PC 112 to the appropriate location associated with that code.

Referring now to FIG. 2, there is illustrated a computer 204, similar to computer 112, connected to display information on display 118. The computer 204 comprises an internal audio or "sound" card 206 for receiving the transmitted audio signal through receive antenna 109 and receiver 110. The sound card 206 typically contains analog-to-digital circuitry for converting the analog audio signal into a digital signal. The digital signal may then be more easily manipulated by software programs. The receiver 110 separates the audio signal from the video signal. A special trigger signal located within the transmitted advertiser audio signal triggers proprietary software running on the computer 204 which launches a communication application, in this particular embodiment, the web browser application located on the PC 204. Coded advertiser information contained within the audio signal is then extracted and appended with the address of a proprietary server located on the communication network. The remote server address is in the form of a URL. This appended data, in

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addition to other control codes, is inserted directly into the web browser application for automatic routing to the communication network. The web browser running on PC 204, and communicating to the network through an internal modem 208, in this embodiment, transmits the advertiser information to the remote server. The remote server cross-references the advertiser product information to the address of the advertiser server located on the network. The address of the advertiser server is routed back through the PC 204 web browser to the advertiser server. The advertiser product information is returned to PC 204 to be presented to the viewer on display 118. In this particular embodiment, the particular advertiser product information displayed is contained within the advertiser's web page 212. As mentioned above, the audio signal is audible to the human ear. Therefore the audio signal, as emitted from the TV speakers, may be input to the sound card 206 via a microphone. Furthermore, the audio signal need not be a real-time broadcast, but may be on video tapes, CDs, DVD, or other media which may be displayed at a later date. With the imminent implementation of high definition digital television, the audio signal output from the TV may also be digital. Therefore, direct input into a sound card for A/D purposes may not be necessary, but alternative interfacing techniques to accommodate digital-to-digital signal formats would apply.

Referring now to FIG. 3, there is illustrated a source PC 302, similar to PCs 204 and 112, connected to a global communication network (GCN) 306 through an interface 304. In this embodiment, the audio signal 111 is received by PC 302 through its sound card 206. The audio signal 111 comprises a trigger signal which triggers proprietary software into launching a web browser application residing on the PC 302. The audio signal 111 also comprises advertiser product information which is extracted and appended with URL information of an Advertiser Reference Server ("ARS") 308. The ARS 308 is a system disposed on the GCN 306 that is defined as the location to which data in the audio signal 111 is to be routed. As such, data in the audio signal 111 will always be routed to the ARS 308, since a URL is unique on the GCN 306. Connected to the ARS 308 is a database 310 of product codes and associated manufacturer URLs. The database 310 undergoes a continual update process which is transparent to the user. As companies sign-on, i.e., subscribe, to this technology, manufacturer and product information is added to the database 310 without interrupting operation of the source PC 302 with frequent updates. When the advertiser server address URL is obtained from the ARS database 310, it and the request for the particular advertiser product information are automatically routed back through the web browser on PC 302, over to the respective advertiser server for retrieval of the advertiser product information to the PC 302. It should be noted that although the disclosed invention discusses a global communication network, the system is also applicable to LANs, WANs, and peer-to-peer network configurations. Additionally, disclosed architecture is not limited to a single source PC 302, but may comprise a plurality of source PCs, e.g., PC 300 and PC 303. Moreover, a plurality of ARS 308 systems and advertiser servers 312 may be implemented, e.g., ARS 314, and advertiser server A 316, respectively.

The information transactions, in general, which occur between the networked systems of this embodiment, over the communication network, are the following. The web browser running on source PC 302 transmits a message packet to the ARS 308 over Path "A." The ARS 308 decodes the message packet and performs a cross-reference function with product information extracted from the received message packet to obtain the address of an advertiser server 312. A new message

packet is assembled comprising the advertiser server **312** address, and sent back to the source PC **302** over Path "B." A "handoff" operation is performed whereby the source PC **302** browser simply reroutes the information on to the advertiser server **312** over Path "C," with the appropriate source and destination address appended. The advertiser server **312** receives and decodes the message packet. The request-for-advertiser-product-information is extracted and the advertiser **312** retrieves the requested information from its database for transmission back to the source PC **302** over Path "D." The source PC **302** then processes the information, i.e., for display to the viewer. The optional Path "E" is discussed hereinbelow. It should be noted that the disclosed methods are not limited to only browser communication applications, but may accommodate, with sufficient modifications by one skilled in the art, other communication applications used to transmit information over the Internet or communication network.

Referring now to FIG. 4a, the message packet **400** sent from the source PC **302** to ARS **308** via Path "A" comprises several fields. One field comprises the URL of the ARS **308** which indicates where the message packet is to be sent. Another field comprises the advertiser product code or other information derived from the audio signal **111**, and any additional overhead information required for a given transaction. The product code provides a link to the address of the advertiser server **312**, located in the database **310**. Yet another field comprises the network address of the source PC **302**. In general, network transmissions are effected in packets of information, each packet providing a destination address, a source address, and data. These packets vary depending upon the network transmission protocol utilized for communication. Although the protocols utilized in the disclosed embodiment are of a conventional protocol suite commonly known as TCP/IP, it should be understood that any protocols providing the similar basic functions can be used, with the primary requirement that a browser can forward the routing information to the desired URL in response to keystrokes being input to a PC. However, it should be understood that any protocol can be used, with the primary requirement that a browser can forward the product information to the desired URL in response to keystrokes being input to a PC. Within the context of this disclosure, "message packet" shall refer to and comprise the destination URL, product information, and source address, even though more than a single packet must be transmitted to effect such a transmission.

Upon receipt of the message packet **400** from source PC **302**, ARS **308** processes the information in accordance with instructions embedded in the overhead information. The ARS **308** specifically will extract the product code information from the received packet **400** and, once extracted, will then decode this product code information. Once decoded, this information is then compared with data contained within the ARS advertiser database **310** to determine if there is a "hit." If there is no "hit" indicating a match, then information is returned to the browser indicating such. If there is a "hit," a packet **402** is assembled which comprises the address of the source PC **302**, and information instructing the source PC **302** as to how to access, directly in a "handoff" operation, another location on the network, that of an advertiser server **312**. This type of construction is relatively conventional with browsers such as Netscape® and Microsoft Internet Explorer® and, rather than displaying information from the ARS **308**, the source PC **302** can then access the advertiser server **312**. The ARS **308** transmits the packet **402** back to source PC **302** over Path "B." Referring now to FIG. 4b, the message packet **402**

comprises the address of the source PC **302**, the URL of the advertiser server **312** embedded within instructional code, and the URL of the ARS **308**.

Upon receipt of the message packet **402** by the source PC **302**, the message packet **402** is disassembled to obtain pertinent routing information for assembly of a new message packet **404**. The web browser running on source PC **302** is now directed to obtain, over Path "C," the product information relevant to the particular advertiser server **312** location information embedded in message packet **404**. Referring now to FIG. 4c, the message packet **404** for this transaction comprises the URL of the advertiser server **312**, the request-for-product-information data, and the address of the source PC **302**.

Upon receipt of the message packet **404** from source PC **302**, advertiser server **312** disassembles the message packet **404** to obtain the request-for-product-information data. The advertiser server **312** then retrieves the particular product information from its database, and transmits it over Path "D" back to the source PC **302**. Referring now to FIG. 4d, the message packet **406** for this particular transaction comprises the address of the source PC **302**, the requested information, and the URL of the advertiser server **312**.

Optionally, the ARS **308** may make a direct request for product information over Path "E" to advertiser server **312**. In this mode, the ARS **308** sends information to the advertiser server **312** instructing it to contact the source PC **302**. This, however, is unconventional and requires more complex software control. The message packet **408** for this transaction is illustrated in FIG. 4e, which comprises the URL of the advertiser server **312**, the request-for-product-information data, and the address of the source PC **302**. Since product information is not being returned to the ARS **308**, but directly to the source PC **302**, the message packet **408** requires the return address to be that of the source PC **302**. The product information is then passed directly to PC **302** over Path "D."

Referring now to FIG. 5, the method for detecting and obtaining product information is as follows. In decision block **500**, a proprietary application running resident on a source computer PC **302** (similar to PC **204**) monitors the audio input for a special trigger signal. Upon detection of the trigger signal, data following the trigger signal is decoded for further processing, in function block **502**. In function block **504**, the data is buffered for further manipulation. In decision block **506**, a determination is made as to whether the data can be properly authenticated. If not, program flow continues through the "N" signal to function block **520** where the data is discarded. In function block **522**, the program then signals for a retransmission of the data. The system then waits for the next trigger signal, in decision block **500**. If properly authenticated in decision block **506**, program flow continues through the "Y" signal path where the data is then used to launch the web browser application, as indicated in function block **508**. In function block **510**, the web browser receives the URL data, which is then automatically routed through the computer modem **208** to the network interface **304** and ultimately to the network **306**. In function block **514**, the ARS **308** responds by returning the URL of advertiser server **312** to the PC **302**. In function block **516**, the web browser running on the source PC **302**, receives the advertiser URL information from the ARS **308**, and transmits the URL for the product file to the advertiser server **312**. In block **518**, the advertiser server **312** responds by sending the product information to the source PC **302** for processing.

The user may obtain the benefits of this architecture by simply downloading the proprietary software over the net-

work. Other methods for obtaining the software are well-known; for example, by CD, diskette, or pre-loaded hard drives.

Referring now to FIG. 6, there is illustrated a flowchart of the process the ARS 308 may undergo when receiving the message packet 400 from the source PC 302. In decision block 600, the ARS 308 checks for the receipt of the message packet 400. If a message packet 400 is not received, program flow moves along the "N" path to continue waiting for the message. If the message packet 400 is received, program flow continues along path "Y" for message processing. Upon receipt of the message packet 400, in function block 602, the ARS 308 decodes the message packet 400. The product code is then extracted independently in function block 604 in preparation for matching the product code with the appropriate advertiser server address located in the database 310. In function block 606, the product code is then used with a lookup table to retrieve the advertiser server 312 URL of the respective product information contained in the audio signal data. In function block 608, the ARS 308 then assembles message packet 402 for transmission back to the source PC 302. Function block 610 indicates the process of sending the message packet 402 back to the source PC 302 over Path "B."

Referring now to FIG. 7, there is illustrated a flowchart of the interactive processes between the source PC 302 and the advertiser server 312. In function block 700, the source PC 302 receives the message packet 402 back from the ARS 308 and begins to decode the packet 402. In function block 702, the URL of the advertiser product information is extracted from the message packet 402 and saved for insertion into the message packet 404 to the advertiser server 312. The message packet 404 is then assembled and sent by the source PC 302 over Path "C" to the advertiser server 312, in function block 704. While the source PC 302 waits, in function block 706, the advertiser server 312 receives the message packet 404 from the source PC 302, in function block 708, and disassembles it. The product information location is then extracted from the message packet 404 in function block 710. The particular product information is retrieved from the advertiser server 312 database for transmission back to the source PC 302. In function block 712, the product information is assembled into message packet 406 and then transmitted back to the source PC 302 over Path "D." Returning to the source PC 302 in function block 714, the advertiser product information contained in the message packet 406 received from the advertiser server 312, is then extracted and processed in function block 716.

Referring now to FIG. 8, after receipt of a trigger signal, a web browser application on a source PC 302 is automatically launched and computer display 800 presents a browser page 802. Proprietary software running on the source PC 302 processes the audio signal data after being digitized through the sound card 206. The software appropriately prepares the data for insertion directly into the web browser by extracting the product information code and appending keystroke data to this information. First, a URL page 804 is opened in response to a Ctrl-O command added by the proprietary software as the first character string. Opening URL page 804 automatically positions the cursor in a field 806 where additional keystroke data following the Ctrl-O command will be inserted. After URL page 804 is opened, the hypertext protocol preamble http:// is inserted into the field 806. Next, URL information associated with the location of the ARS 308 is inserted into field 806. Following the ARS 308 URL data are the characters /? to allow entry of variables immediately following the /? characters. In this embodiment, the variable following is the product information code received in the audio signal. The

product code information also provides the cross-reference information for obtaining the advertiser URL from the ARS database 310. Next, a carriage return is added to send the URL/product data and close the window 804. After the message packet 400 is transmitted to the ARS 308 from the source PC 302, transactions from the ARS 308, to the source PC 302, to the advertiser server 312, and back to the source PC 302, occur quickly and are transparent to the viewer. At this point, the next information the viewer sees is the product information which was received from the advertiser server 312.

Referring now to FIG. 9, there is illustrated a block diagram of a more simplified embodiment. In this embodiment, a video source 902 is provided which is operable to provide an audio output on an audio cable 901 which provides routing information referred to by reference numeral 904. The routing information 904 is basically information contained within the audio signal. This is an encoded or embedded signal. The important aspect of the routing information 904 is that it is automatically output in realtime as a function of the broadcast of the video program received over the video source 902. Therefore, whenever the program is being broadcast in realtime to the user 908, the routing information 904 will be output whenever the producer of the video desires it to be produced. It should be understood that the box 902 representing the video source could be any type of media that will result in the routing information being output. This could be a cassette player, a DVD player, an audio cassette, a CD ROM or any such media. It is only important that this is a program that the producer develops which the user 908 watches in a continuous or a streaming manner. Embedded within that program, at a desired point selected by the producer, the routing information 904 is output.

The audio information is then routed to a PC 906, which is similar to the PC 112 in FIG. 1. A user 908 is interfaced with the PC to receive information thereof, the PC 906 having associated therewith a display (not shown). The PC 906 is interfaced with a network 910, similar to the network 306 in FIG. 3. This network 910 has multiple nodes thereon, one of which is the PC 906, and another of which is represented by a network node 912 which represents remote information. The object of the present embodiment is to access remote information for display to the user 908 by the act of transmitting from the video program in block 902 the routing information 904. This routing information 904 is utilized to allow the PC 906 which has a network "browser" running thereon to "fetch" the remote information at the node 912 over the network 910 for display to the user 908. This routing information 904 is in the form of an embedded code within the audio signal, as was described hereinabove.

Referring now to FIG. 10, there is illustrated a more detailed block diagram of the embodiment of FIG. 9. In this embodiment, the PC 906 is split up into a couple of nodes, a first PC 1002 and a second PC 1004. The PC 1002 resides at the node associated with the user 908, and the PC 1004 resides at another node. The PC 1004 represents the ARS 308 of FIG. 3. The PC 1004 has a database 1006 associated therewith, which is basically the advertiser database 310. Therefore, there are three nodes on the network 910 necessary to implement the disclosed embodiment, the PC 1002, the PC 1004 and the remote information node 912. The routing information 904 is utilized by the PC 1002 for routing to the PC 1004 to determine the location of the remote information node 912 on the network 910. This is returned to the PC 1002 and a connection made directly with the remote information node 912 and the information retrieved therefrom to the user 908. The routing information 904 basically constitutes primary routing information.

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Referring now to FIG. 11, there is illustrated a diagrammatic view of how the network packet is formed for sending the primary routing information to the PC 1004. In general, the primary routing information occupies a single field which primary routing information is then assembled into a data packet with the secondary routing information for transfer to the network 910. This is described hereinabove in detail.

Referring now to FIG. 12, there is illustrated an alternate embodiment to that of FIG. 9. In this embodiment, the video source 902 has associated therewith an optical region 1202, which optical region 1202 has disposed therein an embedded video code. This embedded video code could be relatively complex or as simple as a grid of dark and white regions, each region in the grid able to have a dark color for a logic "1" or a white region for a logic "0." This will allow a digital value to be disposed within the optical region 1202. A sensor 1204 can then be provided for sensing this video code. In the example above, this would merely require an array of optical detectors, one for each region in the grid to determine whether this is a logic "1" or a logic "0" state. One of the sensed video is then output to the PC 906 for processing thereof to determine the information contained therein, which information contained therein constitutes the primary routing information 904. Thereafter, it is processed as described hereinabove with reference to FIG. 9.

Referring now to FIG. 13, there is illustrated a block diagram for an embodiment wherein a user's profile can be forwarded to the original subscriber or manufacturer. The PC 906 has associated therewith a profile database 1302, which profile database 1302 is operable to store a profile of the user 908. This profile is created when the program, after initial installation, requests profile information to be input in order to activate the program. In addition to the profile, there is also a unique ID that is provided to the user 908 in association with the browser program that runs on the PC 906. This is stored in a storage location represented by a block 1304. This ID 1304 is accessible by a remote location as a "cookie" which is information that is stored in the PC 906 in an accessible location, which accessible location is actually accessible by the remote program running on a remote node.

The ARS 308, which basically constitutes the PC 1004 of FIG. 10, is operable to have associated therewith a profile database 1308, which profile database 1308 is operable to store profiles for all of the users. The profile database 1308 is a combination of the stored in profile database 1302 for all of the PCs 906 that are attachable to the system. This is to be distinguished from information stored in the database 310 of the ARS 308, the advertiser's database, which contains intermediate destination tables. When the routing information in the primary routing information 904 is forwarded to the ARS 308 and extracted from the original data packet, the lookup procedure described hereinabove can then be performed to determine where this information is to be routed. The profile database 1302 is then utilized for each transaction, wherein each transaction in the form of the routing information received from the primary routing information 904 is compared to the destination tables of database 310 to determine what manufacturer is associated therewith. The associated ID 1304 that is transmitted along with the routing information in primary routing information 904 is then compared with the profile database 1308 to determine if a profile associated therewith is available. This information is stored in a transaction database 1310 such that, at a later time, for each routing code received in the form of the information in primary routing information 904, there will associated therewith the IDs 1304 of each of the PCs 906. The associated profiles in database 1308, which are stored in association with IDs 1304,

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can then be assembled and transmitted to a subscriber as referenced by a subscriber node 1312 on the network 910. The ARS 308 can do this in two modes, a realtime mode or a non-realtime mode. In a realtime mode, each time a PC 906 accesses the advertiser database 310, that user's profile information is uploaded to the subscriber node 1312. At the same time, billing information is generated for that subscriber 1312 which is stored in a billing database 1316. Therefore, the ARS 308 has the ability to inform the subscriber 1312 of each transaction, bill for those transactions, and also provide to the subscriber 1312 profile information regarding who is accessing the particular product advertisement having associated therewith the routing information field 904 for a particular routing code as described hereinabove. This information, once assembled, can then be transmitted to the subscriber 1312 and also be reflected in billing information and stored in the billing information database 1316.

Referring now to FIG. 14, there is illustrated a flowchart depicting the operation for storing the profile for the user. The program is initiated in a block 1402 and then proceeds to a function block 1404, wherein the system will prompt for the profile upon initiation of the system. This initiation is a function that is set to activate whenever the user initially loads the software that he or she is provided. The purpose for this is to create, in addition to the setup information, a user profile. Once the user is prompted for this, then the program will flow to a decision block 1406 to determine whether the user provides basic or detailed information. This is selectable by the user. If selecting basic, the program will flow to a function block 1408 wherein the user will enter basic information such as name and serial number and possibly an address. However, to provide some incentive to the user to enter more information, the original prompt in function block 1404 would have offers for such things as coupons, discounts, etc., if the user will enter additional information. If the user selects this option, the program flows from the decision block 1406 to a function block 1410. In the function block 1410, the user is prompted to enter specific information such as job, income level, general family history, demographic information and more. There can be any amount of information collected in this particular function block.

Once all of the information is collected, in either the basic mode or the more specific mode, the program will then flow to a function block 1412 where this information is stored locally. The program then flows to a decision block 1414 to then go on-line to the host or the ARS 308. In general, the user is prompted to determine whether he or she wants to send this information to the host at the present time or to send it later. If he or she selects the "later" option, the program will flow to a function block 1415 to prompt the user at a later time to send the information. In the disclosed embodiment, the user will not be able to utilize the software until the profile information is sent to the host. Therefore, the user may have to activate this at a later time in order to connect with the host.

If the user has selected the option to upload the profile information to the host, the program will flow to the function block 1416 to initiate the connect process and then to a decision block 1418 to determine if the connection has been made. If not, the program will flow along a "N" path to decision block 1420 which will timeout to an error block 1422 or back to the input of the connect decision block 1418. The program, once connected, will then flow along a "Y" path from decision block 1418 to a function block 1428 to send the profile information with the ID of the computer or user to the host. The ID is basically, as described hereinabove, a "cookie" in the computer which is accessed by the program when transmitting to the host. The program will then flow to



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a function block **1430** to activate the program such that it, at later time, can operate without requiring all of the setup information. In general, all of the operation of this flowchart is performed with a "wizard" which steps the user through the setup process. Once complete, the program will flow to a Done block **1432**.

Referring now to FIG. 15, there is illustrated a flowchart depicting the operation of the host when receiving a transaction. The program is initiated at a Start block **1502** and then proceeds to decision block **1504**, wherein it is determined whether the system has received a routing request, i.e., the routing information **904** in the form of a tone, etc., embedded in the audio signal, as described hereinabove with respect to FIG. 9. The program will loop back around to the input of decision block **1504** until the routing request has been received. At this time, the program will flow along the "Y" path to a function block **1506** to receive the primary routing information and the user ID. Essentially, this primary routing information is extracted from the audio tone, in addition to the user ID. The program then flows to a function block **1508** to look up the manufacturer URL that corresponds to the received primary routing information and then return the necessary command information to the originating PC **112** in order to allow that PC **112** to connect to the destination associated with the primary routing information. Thereafter, the program will flow to a function block **1510** to update the transaction database **1310** for the current transaction. In general, the routing information **904** will be stored as a single field with the associated IDs. The profile database **1308**, as described hereinabove, has associated therewith detailed profiles of each user on the system that has activated their software in association with their ID. Since the ID was sent in association with the routing information, what is stored in the transaction database **1310** is the routing code, in association with all of the IDs transmitted to the system in association with that particular routing code. Once this transaction database **1310** has been updated, as described hereinabove, the transactions can be transferred back to the subscriber at node **312** with the detailed profile information from the profile database **1308**.

The profile information can be transmitted back to the subscriber or manufacturer at the node **312** in realtime or non-realtime. A decision block **1512** is provided for this, which determines if the delivery is realtime. If realtime, the program will flow along a "Y" path to a function block **1514** wherein the information will be immediately forwarded to the manufacturer or subscriber. The program will then flow to a function block **1516** wherein the billing for that particular manufacturer or subscriber will be updated in the billing database **1316**. The program will then flow into an End block **1518**. If it was non-realtime, the program moves along the "N" path to a function block **1520** wherein it is set for a later delivery and it is accrued in the transaction database **1310**. In any event, the transaction database **1310** will accrue all information associated with a particular routing code.

With a realtime transaction, it is possible for a manufacturer to place an advertisement in a magazine or to place a product on a shelf at a particular time. The manufacturer can thereafter monitor the times when either the advertisements or the products are purchased. Of course, they must be scanned into a computer which will provide some delay. However, the manufacturer can gain a very current view of how a product is moving. For example, if a cola manufacturer were to provide a promotional advertisement on, for example, television, indicating that a new cola was going to be placed on the shelf and that the first 1000 purchasers, for example, scanning their code into the network would receive some

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benefit, such as a chance to win a trip to some famous resort in Florida or some other incentive, the manufacturer would have a very good idea as to how well the advertisement was received. Further, the advertiser would know where the receptive markets were. If this advertiser, for example, had placed the television advertisement in ten cities and received overwhelming response from one city, but very poor response from another city, he would then have some inclination to believe that either the one poor-response city was not a good market or that the advertising medium he had chosen was very poor. Since the advertiser can obtain a relatively instant response and also content with that response as to the demographics of the responder, very important information can be obtained in a relatively short time.

It should be noted that the disclosed embodiment is not limited to a single source PC **302**, but may encompass a large number of source computers connected over a global communication network. Additionally, the embodiment is not limited to a single ARS **308** or a single advertiser server **312**, but may include a plurality of ARS and advertiser systems, indicated by the addition of ARS **314** and advertiser server **A 316**, respectively. It should also be noted that this embodiment is not limited only to global communication networks, but also may be used with LAN, WAN, and peer-to-peer configurations.

It should also be noted that the disclosed embodiment is not limited to a personal computer, but is also applicable to, for example, a Network Computer ("NetPC"), a scaled-down version of the PC, or any system which accommodates user interaction and interfaces to information resources.

One typical application of the above noted technique is for providing a triggering event during a program, such as a sport event. In a first example, this may be generated by an advertiser. One could imagine that, due to the cost of advertisements in a high profile sports program, there is a desire to utilize this time wisely. If, for example, an advertiser contracted for 15 seconds worth of advertising time, they could insert within their program a tone containing the routing information. This routing information can then be output to the user's PC **302** which will cause the user's PC **302** to, via the network, obtain information from a remote location typically controlled by the advertiser. This could be in the form of an advertisement of a length longer than that contracted for. Further, this could be an interactive type of advertisement. An important aspect to the type of interaction between the actual broadcast program with the embedded routing information and the manufacturer's site is the fact that there is provided information as to the user's PC **302** and a profile of the user themselves. Therefore, an advertiser can actually gain real-time information as to the number of individuals that are watching their particular advertisement and also information as to the background of those individuals, profile information, etc. This can be a very valuable asset to an advertiser.

In another example, the producer of the program, whether it be an on-air program, a program embedded in a video tape, CD-ROM, DVD, or a cassette, can allow the user to automatically access additional information that is not displayed on the screen. For example, in a sporting event, various statistics can be provided to the user from a remote location, merely by the viewer watching the program. When these statistics are provided, the advertiser can be provided with profile information and background information regarding the user. This can be important when, for example, the user may record a sports program. If the manufacturer sees that this program routing code is being output from some device at a time later than the actual broadcast itself, this allows the advertisers to actually see that their program is still being used and also

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what type of individual is using it. Alternatively, the broadcaster could determine the same and actually bill the advertiser an additional sum for a later broadcast. This is all due to the fact that the routing information automatically, through a PC and a network, will provide an indication to the advertiser the time at which the actual information was broadcast.

The different type of medium that can be utilized with the above embodiment are such things as advertisements, which are discussed hereinabove, contests, games, news programs, education, coupon promotional programs, demonstration media (demos), and photographs, all of which can be broadcast on a private site or a public site. This all will provide the ability to allow realtime interface with the network and the remote location for obtaining the routed information and also allow for realtime billing and accounting.

Referring now to FIG. 16, there is illustrated a general block diagram of a disclosed embodiment. A bar code scanning wand **1600** is provided by a wand distributor to customers and is associated with that distributor via a wand ID stored therein. The wand **1600** is either sold or freely distributed to customers for use with their personal computing systems. Since more and more products are being sold using bar codes, it can be appreciated that a user having the wand **1600** can scan bar codes of a multitude of products in order to obtain more information. Information about these products can be made immediately available to the user from the manufacturer for presentation by the user's computer **302**. Beyond simply displaying information about the product in which the user is interested, the wand distributor may include additional advertising information for display to the user such as information about other promotions or products provided or sold by the wand distributor. Similarly, advertisers may provide catalogs of advertisements or information in newspapers or periodicals where the user simply scans the bar code associated with the advertisement using the wand **1600** to obtain further information. There is provided a paper source **1602** having contained thereon an advertisement **1604** and an associated bar code **1606**. (Note that the disclosed concept is not limited to scanning of bar codes **1606** from paper sources **1602**, but is also operable to scan a bar code **1606** on the product itself. Also, the wand **1600** can be any type of device that will scan any type of image having information encoded therein.)

After obtaining the wand **1600** from the wand distributor, the user connects the wand **1600** to their PC **302**. During a scanning operation, wand **1600** reads bar code data **1606** and the wand ID into a "wedge" interface **1608** for conversion into keyboard data, which keyboard data is passed therefrom into the keyboard input port of PC **302**. The importance of the wand ID will be discussed in more detail hereinbelow.

The wedge interface **1608** is simply an interface box containing circuitry that accommodates inputs from both the scanning wand **1600** and a computer keyboard **1610**. This merely allows the information scanned by the wand **1600** to be input into the PC **302**. In the disclosed embodiment, the wedge interface **1608** will convert any information. The data output from the wand **1600** is passed into the wedge interface **1608** for conversion into keyboard data which is readily recognizable by the PC **302**. Therefore, the wand **1600** is not required to be connected to a separate port on the PC **302**. This data is recognized as a sequence of keystrokes. However, the output of the wand **1600** can be input in any manner compatible with the PC **302**. When not receiving scanner data, the wedge interface **1608** simply acts as a pass-through device for keyboard data from the keyboard **1610**. In any case, the information is ultimately processed by a processor in the PC **302** and can be presented to the user on a display **1612**. The wedge

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interface **1608** is operable to provide a decoding function for the bar code **1606** and conversion thereof to keystroke input data.

In operation, the product code of a product is provided in the form of a bar code **1606**. This bar code **1606** is the "link" to a product. The disclosed embodiment is operable to connect that product information contained in the bar code **1606** with a web page of the manufacturer of that product by utilizing the bar code **1606** as the product "identifier." The program operating on the PC **302** provides routing information to the ARS **308** after launching the browser on the PC **302** and connecting to the ARS **308** over the GCN **306**, which ARS **308** then performs the necessary steps to cause the browser to connect to the manufacturer web site, while also providing for an accounting step, as will be described in more detail hereinbelow.

The bar code **1606** by itself is incompatible with any kind of network for the purposes of communication therewith. It is primarily provided for a retail-type setting. Therefore, the information contained in the bar code **1606**, by itself, does not allow for anything other than identification of a product, assuming that one has a database **1614** containing information as to a correlation between the product and the bar code **1606**.

The wedge interface **1608** is operable to decode the bar code **1606** to extract the encoded information therein, and append to that decoded bar code information relating to an ID for the wand **1600**. This information is then forwarded to the ARS **308** by the resident program in the PC **302**. This is facilitated by intermediate routing information stored in the program indicating to which node on the GCN **306** the scanned bar code information is to be sent, i.e., to the ARS **308**. It is important to note that the information in the bar code **1606** must be converted from its optical image to numerical values which are then ultimately input to the keyboard input port of PC **302** and converted into data compatible with communication software residing on the PC **302** (in this case, HTML language for insertion into a browser program). When the scanned information is input to the PC **302**, the resident program launches the browser program and then assembles a communication packet comprised of the URL of the ARS **308**, the wand ID and the user ID. If another type of communications program were utilized, then it would have to be converted into language compatible with that program. Of course, a user could actually key in the information on the bar code **102** and then append the appropriate intermediate routing information thereafter. As will be described hereinbelow, the intermediate routing information appended thereto is the URL of the ARS **308** disposed on the GCN **306**.

As part of the configuration for using the wand **1600**, the PC **302** hosts wand software which is operable to interpret data transmitted from the wand **1600**, and to create a message packet having the scanned product information and wand ID, routing information, and a user ID which identifies the user location of the wand **1600**. The wand software loads at boot-up of the PC **302** and runs in the background. In response to receiving a scanned bar code **1606**, the wedge interface **1608** outputs a keystroke code (e.g., ALT-F10) to bring the wand program into the foreground for interaction by the operating system. The wand program then inserts the necessary information into the browser program. The message packet is then transmitted to interface **304** across the global communication network **306** to the ARS **308**. The ARS **308** interrogates the message packet and performs a lookup function using the ARS database **310**. If a match is found between particular parameters of the message packet, a return message packet is sent back to the PC **302** for processing.

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The wand program running on PC 302 functions to partition the browser window displayed to the user into several individual areas. This is for the purpose of preparing to present to the user selected information in each of the individual areas (also called "framing"). The selected information comprises the product information which the user requested by scanning the bar code 1606 using the wand 1600, information about the wand distributor which establishes the identity of the company associated with that particular wand 1600, and at least one or more other frames which may be advertisements related to other products that the wand distributor sells. Note that the advertisements displayed by the wand distributor may be related to the product of interest or totally unrelated. For example, if a user scans the bar code 1606 of a soda from Company A, the wand distributor may generate an advertisement of a new soft drink being marketed by Company A, that it sells. On the other hand, the wand distributor may also structure the display of information to the user such that a user requesting product information of a Product X may get the requested information of Product X along with advertisements for a competing item Product Y. Essentially, the wand distributor is free to generate any advertisement to the user in response to the user requesting product information.

The return message packet transmitted from the ARS 308 to the PC 302 is then transmitted back across the GCN 306 to the advertiser server 312. The advertiser server 312 restructures the message packet and appends the particular product information for transmission back to the PC 302. Upon receiving the particular advertiser information from advertiser server 312, the PC 302 then retransmits a message to the wand distributor site 1616 and E-commerce site 1618 to obtain the information that needs to be framed in the browser window displayed to the user.

Therefore, the wand 1600 is associated with the wand distributor by way of a wand ID such that scanning a product bar code 1606 in order to obtain information about that particular product generates one or more responses from one or more remote sites disposed on the GCN 306. Stored in the wand 1600 is the wand ID which establishes its relationship to the wand distributor. Proprietary wand software running on the PC 302 operates to decode scanned bar code information and the wand ID received from the wand 1600 and wedge interface 1608, and also provides a unique user ID for establishing the location of the user of the wand 1600. The wand software also assembles message packets and works in conjunction with the on-board communication software (e.g., a browser) to automatically route the message packets across the GCN 306 such that the one or more remote sites disposed on the GCN 306 return information to be framed for presentation to the user.

Referring now to FIG. 17, there is illustrated a conversion circuit of the wedge interface. A microcontroller 1700 provides conversion of the data from the wand 1600 and controls interfacing of the keyboard 1610 and wand 1600 with the PC 302. The microcontroller 1700 has contained therein a memory 1702 or it can have external memory. There are provided a plurality of wand interfaces 1704 to the wand 1600, a plurality of PC interfaces 1706 to the PC 302, and plurality of keyboard interfaces 1708 to the keyboard 1610. In general, the wand interfaces 1704 comprise a serial data line, a ground line, and a power line. Similarly, the keyboard interfaces 1708 comprise a serial data line, a ground line, a clock line, and a power line. The PC 302 provides a clock line, a power line, a serial data, and a ground line for input to the microcontroller 1700. The microcontroller 1700 is operable to receive signals from the keyboard 1610 and transfer the

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signals to the PC 302 as keyboard signals. Operation with the keyboard 1610 is essentially a "pass-through" procedure. Data output from the keyboard 1610 is already in keyboard format, and therefore requires no conversion by the wedge interface 1608. With respect to the wand 1600, the serial data is not compatible with a keyboard 1610 and, therefore, it must be converted into a keyboard format in order to allow input thereof to the keyboard input of the PC 302.

The microcontroller 1700 performs this function after decoding this bar code information, and conversion of this bar code information into an appropriate stream of data which is comprised of the bar code information and the appended URL. This appended URL will be pre-stored in the memory 1702 and is programmable at the time of manufacture. It is noted that the memory 1702 is illustrated as being contained within the microcontroller 1702 to provide a single chip solution. However, this could be external memory that is accessible by the microcontroller 1702. Therefore, the microcontroller 1700 provides an interface between the wand 1600 and the keyboard 1610 to the PC 302 which allows the wand 1600 to receive coded information and convert it to keyboard strokes or, alternatively, to merely pass-through the keystrokes from the keyboard 1610. Therefore, the user need not install any type of plug-in circuit board into the motherboard of the PC 302 in order to provide an interface to the wand 1600; rather, the user need only utilize the already available keyboard port in order to input the appropriate data into the system.

In this particular disclosed embodiment, the microcontroller 1700 comprises a PIC16C73 microcontroller by Microchip Technologies™. The PIC16C73 device is a low cost CMOS 8-bit microcontroller with an integrated analog-to-digital converter. The PIC16C73 device, as illustrated in the disclosed embodiment, has 192 bytes of RAM and 4Kx4 of EPROM memory. The microcontroller 1700 can accommodate asynchronous or synchronous inputs from input devices connected to it. In this disclosed embodiment, communication to the keyboard 1610 is synchronous while it is asynchronous when communicating with wand 1600.

It should be noted that, although in this particular embodiment bar code information of the bar code 1606 is input into the keyboard input port of the PC 302, disclosed methods may also be advantageously utilized with high speed port architectures such as Universal Serial Bus ("USB") and IEEE 1394.

Bar codes are structured to be read in either direction. Timing considerations need to be addressed because of the variety of individuals scanning the bar code introduce a wide variety of scan rates. Bar codes use bars of varying widths. The presence of a black bar generates a positive pulse, and the absence of a black bar generates no pulse. Each character of a conventional bar code has associated therewith seven pulses or bars. Depending on the width of the bars, the time between pulses varies. In this disclosed embodiment, the interface circuitry 1608 performs a "running" calculation of the scan time based upon the rising edge of the pulses commencing with the leader or header information. The minimum and maximum scans times are calculated continuously in software with the interface 1608 during the scanning process to ensure a successful scan by the user.

Referring now to FIG. 18, there is illustrated a sample message packet transmitted from the user's PC 302 to the ARS 308. The message packet 1800 comprises a number of bits of information including the bar code information 1802 obtained from the user scanning the bar code 1606 with the wand 1600; the wand ID 1804 which is embedded in a memory in the wand 1600 and identifies it with a particular

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wand distributor; and a user ID **1806** which is derived from the software running on the PC **302** and which identifies uniquely with the user location. Note that the message packet includes other necessary information for the proper transmission for point to point.

Referring now to FIG. **19**, there is illustrated a more detailed block diagram of the routing of the message packets in order to present the framed information to the user. As is mentioned hereinabove, when the user scans a bar code **1606** using the wand **1600**, a wand program running on the user PC **302** is operable to interpret the information output by the wand **1600** and generate a message packet for transmission over the GCN **306**. The wand program assembles the message packet such that it is directed to the ARS **308** disposed on the GCN **306**. The message packet contains several pieces of information including the wand ID **1804** which links it to the wand distributor, the user ID **1806** which identifies the particular user using the wand **1600**, and bar code, information **1802** describing a particular product of interest to the user. This message from the PC **302** is transmitted over a path **1900** to the ARS **308** where the ARS database **310** is accessed to cross reference the ID information **1804** and bar code information **1802** to a particular advertiser and wand distributor. The ARS **308** returns a message packet over a path **1902** to the user PC **302** which contains routing information as to the location of various other sites disposed on the GCN **306**, for example, the advertiser server **312** and wand distributor site **1616**.

It can be appreciated that other information can also be provided by the ARS **308** which more closely targets the particular user of the wand **1600**. For example, if it is known that a particular wand **1600** is sold in a certain geographic area, this information can be useful in targeting the particular user with certain advertising information relevant to that geographic area. In any case, the information returned from the ARS **308** over path **1902** provides enough information for the wand program running on the user PC **302** to identify a number of other sites disposed on the GCN **306**. The user PC **302** then processes the return message packet and routes another message packet over a path **1904** to the advertiser server **312**. The advertiser server **312** then returns product information of the particular product in which the user was interested back to the user PC **302** over a path **1906**. Similarly, the user PC **302** routes information (e.g., the URL of the wand distributor site and the user profile) to the wand distributor site **1616** over a path **1908** in order to obtain information back over a path **1910** for framing any banners which identify the wand distributor. Additionally, the user PC **302** forwards a message packet to the E-commerce site **1618** over a path **1912** in order to return information regarding any particular advertisements the wand distributor wants to display to the user. The advertisements are returned to the PC **302** over a path **1914**.

Referring now to FIG. **20**, there is illustrated a block diagram of a browser window according to the disclosed embodiment. The browser window **2000** is partitioned into a plurality of areas for framing specific information. A bar code area **2002** displays that product information in which the user was interested; a input device-specific area **2004** displays information about the wand distributor; and an E-commerce area **2006** displays advertising information that the wand distributor selects for display according to this particular user and wand **1600**. As mentioned hereinabove, a program operable to process scanned bar code information with the unique wand **1600** develops the browser window by partitioning it into specific areas for the framing of information. Therefore, information returned from the E-commerce site **1608** is

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passed through the GCN **306** to the particular E-commerce frame **2006**. Similarly, information about the particular product of interest is returned from the advertiser site **312** across the GCN **306** to the particular bar code specific area **2002**. Information placed in the wand specific area **2004** is information about the wand distributor which is returned from the wand distributor site **1616** across GCN **306**.

Referring now to FIG. **21**, there is illustrated a structure of information contained in the ARS database. The ARS database **310** contains a variety of information required to properly interrogate and assemble packets for obtaining information from the various sites disposed on the GCN **306**. The ARS database **310** has a database structure **2100** which contains addresses for the web sites containing the product information requested by the user when scanning the bar code **1606** with the wand **1600**. Under a product heading **2102** are listed the particular bar codes and associated routing information for addressing the respective server location. For example, the ARS server **308** may contain any number of advertisers having unique URL addresses associated therewith. Therefore, the bar code **1606** of a particular product is associated with a unique URL address which routes any request for information of that product to that particular advertiser's site. Also part of the ARS database structure **2000** is a heading of wand **2104** under which is the wand ID **1804** and the distributor associated with that wand ID **1804**.

It can be appreciated that there may be a number of distributors using the disclosed architecture such that each distributor has an ID embedded in the wand **1600** which uniquely identifies that wand **1600** with the particular distributor. Therefore, the unique wand ID **1804** needs to be listed with the respective distributors of that wand **1600** in order to process the information that needs to be framed and displayed to that particular user. Another heading under the ARS database structure **2100** is a user heading **2106** which contains profile information associated with that particular user ID **1806**. As mentioned hereinabove, the user ID **1806** is obtained via the wand software running on the PC **302** and upon installation or subsequent configuration may request that the user input certain profile information which may be used to target that particular user with products and services which identify with that user profile. The ARS database structure **2100** also contains an E-commerce heading **2108** which contains information related to the bar code **1606** and an advertisement that may be triggered by the request for that information. For example, any bar code **1606** associated with a paper source **1602** can be associated with the specific information in the ARS database **310**. A user wishing to obtain information about a specific soft drink may, in fact, trigger an advertising response of a competitor product. Similarly, the user interested in information about that particular soft drink may also trigger information which is relevant to that particular product or a product which may normally be served in conjunction with that soft drink. Furthermore, if the user profile indicates that this individual has significant interest in finance or insurance, the request for information regarding this particular bar coded product may trigger advertisement from an E-commerce server **1618** related to information about finance and insurance. It should be noted that the information described as contained within the ARS database structure **2100** is not limited to what has been described, but may comprise any number of pieces of information used to present desired information to the computer display of the user.

Referring now to FIG. **22**, there is illustrated a flowchart of the process of receiving information from the user's perspective, and according to the disclosed embodiment. The wand software running on the user's PC **302** runs in the background

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until activated by output from the wand **1600**. Therefore, flow moves to a decision block **2200** where if a scanned input does not occur, flow moves out the “N” path and loops back to the input of decision block **2200**. On the other hand, if scanned input information is received, flow moves out the “Y” path to a function block **2202** where the wand software assembles a message packet containing the bar code information, the wand ID **1804** and the ARS **308** URL address. Additionally, the browser is launched in which this information is placed for transmission to the ARS **308**. Flow then moves to a function block **2204** where the browser is partitioned into any number of areas in which information is displayed when obtained from the wand distributor site **1616**, the E-commerce site **1618**, and the advertiser server **312**. It should be known that although three frames are shown in the particular window **2000** of this embodiment, the number of frames displayed in the window **2000** is limited only by the available real estate of the window **2000** area itself.

After the wand software partitions the browser window into one or more frames in preparation of receipt of return information, flow moves to a decision block **2206** where the computer waits for information to be returned from the various sites disposed on the GCN **306**. If information is not returned, flow moves out the “N” path and simply loops back to the input to continue monitoring for receipt of the information. If information has been received, flow moves out the “Y” path to a function block **2208** where routing information for each frame (or partitioned area of the window **2000**) is inserted into one or more packets for transmission to the various sites. The various sites then return the requested information back to the PC **302**, as indicated in function block **2210**. Flow is then to a function block **2212** where the proprietary software working in conjunction with the hosted browser places the returned information into the respective frames of the window. The user, viewing the display at PC **302**, then perceives a variety of information, one of which is the particular product information which he or she requested, in addition to wand distributor information, and possibly other advertisements based upon the user’s profile.

Referring now to FIG. **23**, there is illustrated a flowchart of the process according to the ARS. The ARS **308** is operable to decode and process messages received from the GCN **306**. Therefore, flow is to a decision block **2300** where, if bar code information is not received, flow is out the “N” path with loop-back to its input. If bar code information has been received, flow is to a function block **2302** where a matching process occurs to link the bar-coded product information to its respective manufacturer. The ARS database **310** also associates the URL address of the manufacturer’s server. When a match is found, the ARS **308** begins to assemble a message packet of information for transmission back to the PC **302**, as indicated in function block **2304**. The message packet contains the product information and the URL address of the manufacturer’s website. Flow then moves to a decision block **2306** where the wand ID **1804** is compared with the list of wand IDs issued by the particular wand distributor. If the wand ID **1804** is validated, flow moves out the “Y” path to a function block **2308** where the message packet is appended with the wand ID **1804** and distributor routing address. Flow then moves to a decision block **2310** where the ARS **308** determines if any E-commerce information is to be associated with a particular wand ID **1804**. If so, flow is out the “Y” path to a function block **2312** where the message packet is appended with the E-commerce routing string. The E-commerce routing string provides addressing for the E-commerce

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server **1618**. Flow then moves to a function block **2314** where all message packets are returned back to the PC **302** for processing.

Referring back to decision block **2306**, if the wand ID **1804** is determined to be invalid, flow moves out the “N” path and jumps forward to the input of decision block **2314**, since the lack of a wand ID **1804** interrupts the link to any advertising provided by the E-commerce server **1618**. At this point, the only information provided is the link to the advertiser server **312** for return of product information. Referring now to decision block **2310**, if no E-commerce information is available, flow moves out the “N” path and jumps forward to the input of function block **2314** where the message packet back to the PC **302** contains only the URL of the advertiser server **312**, the bar code information, the distributor server **1616** address and wand ID **1804** information.

Referring now to FIG. **24**, there is illustrated a flowchart of the process performed at the E-commerce site **1618**. The E-commerce site **1618** receives the message packet from the user PC **302**, as indicated in function block **2400**, and decodes the packet to perform a match with the bar coded information. Moving on to a decision block **2402**, if the match is unsuccessful, flow is out the “N” path to a function block **2404** where the match is rejected. A message may be returned to indicate that a problem occurred and the user may need to re-scan the product bar code **1606**. If a successful match occurs, flow moves out the “Y” path to a function block **2406** where the wand ID **1804** is matched with the bar code product information. The bar coded information may be distributed to customers over a large geographic area. However, the wand **1606** may be coded for certain geographic areas. For example, a wand **1600** having an XXX ID may be restricted for sale in the Southwestern United States while a wand **1600** having a YYY ID may be sold only in the Northeast. In this way, geographic areas may be targeted with advertising more appealing to that particular area. Advertising returned to the user PC **302** may be focused further by obtaining a user profile when the software or wand **1600** are installed. In this way, advertising may be focused based upon the user profile. Therefore, flow moves to a function block **2408** to lookup the E-commerce action based upon the wand ID **1804** and the bar code information. Flow moves to a function block **2410** to assemble all the information into a packet for return to the user PC **302**. The product information and/or user profile information may be returned. Flow is then to a function block **2412** where the message packet is transmitted.

Referring now to FIG. **25** there is illustrated a block diagram of a system for processing a transaction or to modify or complete an electronic commerce (E-commerce) transaction. The system includes several sites or nodes, each coupled to a global communication network (GCN) **2516** via a network interface. The network interface that typically forms a part of each site or node coupled to the GCN **2516**, though not shown in the figure, is a component of such sites that is well known in both structural and functional aspects to persons skilled in the art and will not be described further herein. A vendor site **2500**, shown represented by a subscription department **2502**, is coupled with a database **2504**. In this particular illustrative example, the vendor site **2500** is shown as a publisher and/or distributor of a periodical publication such as a magazine **2512**. In this example the database **2504** contains information about subscribers to the periodical and information relating to the subscription of each subscriber including names, addresses, account numbers and perhaps certain interest profiles and the like. The subscription department **2502** is shown coupled to a magazine distributor **2506** via a bidirectional communication link. Similarly a printer **2508** is shown

coupled through a bidirectional communication link with the magazine distributor **2506**. The magazine distributor **2506** is also shown coupled to a carrier **2510** which provides delivery services of the periodical or magazine **2512**. The carrier **2510** may include any mode of transportation or delivery of the periodicals such as surface or air transport and individual hand deliveries such as provided by the U.S. Postal Service or other courier or delivery services. In other examples, the delivery may be via a carrier operating on the GCN **2516** or other electronic network wherein the periodical is distributed by e-mail or other electronic means.

The carrier **2510** illustrated in FIG. **25** may also provide for delivery of other communications related to the business of the vendor **2500** such as flyers, brochures, letters, announcements or notices about the periodical or related subject matter. These communications are represented by the communication flyer **2514**. The communication flyer **2514** may have imprinted thereon encoded indicia or other information in human readable form or in machine readable form as indicated by the coded region **2515**. In this illustrative example, the coded region **2515** is shown as a machine readable code (MRC) although numerous other forms of coded or encoded indicia may be used in this application. The coded region **2515** may illustratively contain a unique transaction code relating to the periodical useable by the subscriber who receives the communication flyer **2514**. The communication flyer **2514**, which may also be referred to hereinbelow as communication **2514**, may be used to describe a special offer or a request for information. The subscriber may respond upon receipt by a process to be described hereinbelow.

In this illustrative example of a periodical publisher or distributor, the vendor site **2500** is shown represented by the subscription department **2502**, the database **2504**, the magazine distributor **2506** and the printer **2508**. These four blocks coupled together collectively represent the vendor site **2500**. It will be appreciated that a vendor site **2500** may include other structural combinations or arrangements of functional components depending on the particular business activity of the vendor. However, the vendor site **2500** represented in FIG. **25** will include at least one component which is coupled to a global communication network **2516** via a bidirectional communication link **2518**. The bidirectional communication link **2518** would be coupled to a network interface not shown in FIG. **25** but included as part of, in this illustrative example, the subscription department **2502**. It will thus be understood in the disclosure hereinbelow, that the network interface is an integral part of each functional component of a site or node which is interconnected with the global communication network.

Continuing with FIG. **25**, there is illustrated a consumer site **2520** shown represented in FIG. **25** as a user PC **2522** which is coupled with a UID database **2524** and also with a scanning device **2526** for reading, illustratively, a machine readable or recognizable code. This code can be any type of machine recognizable code, such as a printed bar code, a video recognizable code or even an audio code. The UID database **2524** provides for storage of user identification (UID) information as well as other data of interest to the user of the consumer site **2520**. The scanning device **2526** represents any scanning device or other apparatus for the machine reading of an encoded indicia that may be utilized by the user of the consumer site **2520** for reading or otherwise accessing information in an encoded indicia upon a communication **2514**. In the illustrative example provided hereinbelow, the coded region **2515** of the communication **2514** may contain a unique transaction code used to identify a specific request or offer contained in the communication **2514**. The unique

transaction code may typically be expressed in binary form. But there is no reason other coding forms or written or imprinted indicia, figures or characters may not be used to express or represent the unique transaction code. The user may respond to the communication **2514** by scanning or otherwise reading or accessing the indicia in the coded region **2515** on the communication **2514**. The act of reading, accessing or scanning this coded region **2515** initiates a process for updating, modifying or completing a transaction in regard to the subject matter of a commercial relationship between the vendor site **2500** and the consumer site **2520**. In this illustrative example, wherein the vendor site **2500** is a publisher of a periodical to which the user at consumer site **2520** subscribes, the process may be used to update, modify or complete the transaction which originated in the subscription to the periodical. Further, the particular transaction may vary depending upon the type of business activity of the vendor site **2500**. Such business activity may include, for example, the sales, renting or leasing of merchandise to consumers, or the provision of various types of services to consumers which may be arranged through electronic commerce relationships. In the illustrative example of FIG. **25**, the consumer site **2520** is shown coupled to the global communication network **2516** via the bidirectional link **2528** which includes a network interface (not shown) as part of the user PC **2522**. Thus, by coupling of the user PC **2522** of the consumer site **2520** with the global communication network **2516**, the opportunity is provided for conducting electronic commerce with other sites or nodes coupled to the global communication network **2516**.

Continuing with FIG. **25**, there is shown an advertiser reference server (ARS) **2530** which fulfills a participating function in the electronic commerce to be described hereinbelow. The ARS **2530** contains software which facilitates an electronic commerce transaction between sites and nodes connected via the global communication network **2516**. The ARS **2530** also is coupled to a database **2532** which contains user information such as profile information or personal information on each subscriber or customer of the vendor site **2500** in addition to network address pointers linked to transaction codes in a relational database. This user information may in fact relate to a plurality of users, each having their own individual consumer sites **2520** coupled with the global communication network **2516**. The software of the ARS **2530** facilitates electronic commerce transactions between vendor sites **2500** and consumer sites **2520**. These transactions may be initiated and conducted in a variety of ways including the scanning or reading of the coded region **2515** on the communication **2514** as previously described. The ARS **2530** is coupled with the global communication network **2516** via a bidirectional communication link **2534** and the respective network interface (not shown) which is typically a part of the ARS **2530**.

One of the functions of the ARS **2530** is to participate in the processing of electronic commerce transactions or in the updating, modifying or otherwise completing such electronic commerce transactions. This processing may include the access to the extensive user information database **2532** and the formation of transaction packets of information relating to processing, updating, modifying or completing an E-commerce transaction by a process to be described hereinbelow in conjunction with FIGS. **26-30**. It will be appreciated that the intercommunication of sites and nodes which are connected to the global communication network **2516** is conducted according to protocols which are well known in the art relating to computer networks in general and will not be described further herein. However, it will be appreciated that other details of the system for conducting electronic commerce

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illustrated herein will be contained in the parent U.S. patent application Ser. No. 09/378,221 entitled "METHOD AND APPARATUS FOR ACCESSING A REMOTE LOCATION BY SCANNING AN OPTICAL CODE" and in the related U.S. patent application Ser. No. 09/382,426 and entitled "METHOD AND APPARATUS FOR COMPLETING, SCANNING AND CONDUCTING AN E-COMMERCE TRANSACTION," which are incorporated herein by reference.

Continuing with FIG. 25, there is illustrated a financial site 2540 which is coupled to a financial information database 2542. The financial site 2540 is also coupled through a bidirectional communication link 2544 to the global communication network 2516. As before, the bidirectional communication link 2544 includes a network interface (not shown) typically included as part of the financial site 2540. Also not shown in FIG. 25 are details of the security features or aspects of a financial site which in this application may be conventional and are well known in the art. Thus, such a financial site 2540 would necessarily include structures and protocols to preserve the security of sensitive data processed and stored therewith. The financial site 2540 may, in this illustrative example, be a credit card service which is coupled with the global communication network 2516 to facilitate electronic commerce transactions among the sites and nodes coupled to the global communication network 2516. Thus, during an E-commerce transaction, while arranging payment, a user at a consumer site 2520 may enter a credit card number enabling the ARS 2530 or the vendor site 2500 to access the user's credit card account record stored in the financial information database 2542 in order to complete a step in the processing of an electronic commerce transaction between the consumer site 2520 and the vendor site 2500.

Referring now to FIG. 26, there is illustrated a flowchart depicting the overall operation of the E-commerce transaction, which is initiated at a block 2602. The program then flows to a block 2604 wherein the distributor of a periodical generates a subscription renewal form with a unique transaction code affixed thereto. This was described hereinabove with reference to FIG. 25 and the coded region 2515. As described hereinabove also, this unique transaction code is of a finite length with a defined signature. This defined signature allows the user PC, when this unique transaction code is input thereto, to recognize this as a unique transaction code. It is not the content of the code but, rather, the format of the code that is recognized. This format is basically some type of defined header followed by an 8-bit digital word. When the system recognizes the header, it then recognizes that there will be 8 bits of data following. As also described hereinabove, one disclosed embodiment of this coded region 2515 may be a machine readable code such as a bar code that can be scanned with a bar code reader.

Once the subscription renewal information has been generated, this is then delivered to a plurality of users, as represented by a block 2606. The program then flows to a function block 2608 wherein the user scans or reads the coded region 2515 on the delivered received document and the proceeds to a function block 2610 to provide a link between the user PC 2522 to the magazine distributor 2506. This is effected, as described hereinabove, via the GCN 2516. The program then flows to a function block 2612 to complete the subscription renewal operation and then to an End block 2614.

Referring now to FIG. 27, there is illustrated a flowchart depicting the operation at the user PC for effecting the subscription renewal transaction, which is initiated at a block 2702. The program then flows to a decision block 2704 to determine if the unique code has been input, i.e., entered into

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the user PC 2522. This is effected by scanning or reading the coded region 2515 and the bar code disposed therein in one disclosed embodiment, with the wand 2526. The user PC 2522 has a program running in the background thereof that is operable to sense the initiation of a scanning or reading operation through the detection of the header associated with the coded region 2515 and the unique transaction code disposed therein. If the header is detected, then the following 8-bit word will be read which constitutes a transaction code. However, it should be understood that any type of information that is unique to a transaction could be disposed in the coded region 2515 in any machine readable form. Such form may include but not be limited to bar coded labels or other visible indicia or, in certain applications, audible indicia having the unique transaction code embedded therein.

Until the unique transaction code is received, the program will flow along an "N" path back to the input of the decision block 2704. When the unique transaction code is received, the program will flow from the decision block 2704 along the "Y" path to a function block 2806 to extract the code therefrom using a decoding operation conventional to the reading of a bar code. The program then flows to a function block 2708 to assemble a transaction packet of local information associated with the user PC 2522. As described hereinabove with reference to interfacing with a remote node, a packet is initially generated in response to the scanning operation and the recognition of the unique code. This packet is to be transferred to the ARS 2530. In order to facilitate this, the user PC must have associated therewith at the minimum the URL of the ARS 2530. In this operation, the unique transaction code would be transmitted to the ARS 2530. As also described hereinabove, this transaction packet transmitted to the ARS 2530 includes the URLs of the ARS 2530, the destination node, and the user PC 2522, as well as the unique transaction code extracted from the coded region 2515. This allows the ARS 2530 to perform a look-up operation to determine where the transaction packet is to be routed. It should be noted, however, that user ID information could also be transmitted to the ARS 2530 as a part of this assembled transaction packet in the form of a user ID (UID). The UID information allows the ARS 2530 to perform a look-up operation to determine if there exists in the database 2532 additional information about the user. Additionally, other information could be transmitted to the ARS 2530 to complete this particular transaction, as will be described hereinbelow.

Once the transaction packet has been assembled, the program flows to a function block 2710 to transmit the transaction packet to the ARS 2530. Once transmitted, the user PC 2522 then goes into a "wait" mode, as indicated by a decision block 2712, to wait for the ARS 2530 to return a return packet including, at the minimum, the URL information of the magazine distributor 2506 which will allow the user PC 2522 to effect a connection with the magazine distributor 2506 and their subscription department 2502 through the GCN 2516. Until this is received, the user PC will be placed into a loop from the "N" path through a time-out block 2714 back to the input of block 2712. If no return packet is received by the user PC 2522 within a time-out period the program will flow from the time-out block 2714 to an End block 2716.

Receipt of a return packet by the user PC 2522 indicates the receipt of the connection information required to effect a connection with the subscription department 2502 of the magazine distributor 2506. The information can be received by the user PC 2522 in a browser program or it could be received by any type of background communication program. It is not necessary that this be a conventional browser program that allows the user to interface with the GCN 2516. It is only



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important that, when the information is returned from the ARS 2530 as the return packet, the user PC 2522 recognizes this and effects a connection between the user PC 2522 and the subscription department 2502. Once this connection has been effected, as indicated by a function block 2718, the user PC 2522 is connected to the subscription department 2502. The program then flows to a function block 2720 to transmit the information returned from the ARS to the distributor. This information can be in a number of forms. At the minimum, the unique transaction code must be returned to the subscription department 2502. Upon receipt of this unique transaction code, the subscription department 2502 will recognize that some user has scanned the coded region 2515 of a transmitted brochure or associated renewal form 2514. However, receipt of the unique transaction code in and of itself does not indicate which user received this information. Therefore, the subscription department 2502 must either be connected with the user for an interactive session to receive more information from the user or must rely on the ARS 2530 which can have associated in the database 2532 information about the user it can automatically forward to the subscription department 2502 through the return link to the user PC 2522. If user ID information was contained in a database 2524 and associated information was prestored in the database 2532, user information in the form of a user profile can be returned, along with the unique transaction code, via the relay from the user PC 2522 back to the subscription department 2502. Therefore the subscription department 2502 can not only receive the unique transaction code indicating that some user that received a subscription renewal form has elected to utilize the coded region 2515 for the purposes of renewing their subscription, but has also utilized the system in such a manner that it is an automatic transaction, i.e., both the unique transaction code and the profile information about the user have been returned in the same packet.

After the user has been connected to the subscription department 2502, then information from the distributor can be displayed to the user, as indicated by a function block 2722. This information could be in the form of a verification that the subscription has been renewed or it could be the initiation of an interactive session requiring more information from the user. Further, it could be utilized to transmit advertising information to the user. Optionally, it could be that no display is provided to the user, such that the transaction is completely effected without any verification to the user or any actual display interface with the user. Rather, the user's PC is merely utilized to provide the relay of information. However, the disclosed embodiment provides for an actual connection to the subscription department 2502 to allow the subscription department 2502 to interface with the user PC 2502. Once displayed, the program will then proceed to an End block 2724.

Referring now to FIG. 28, there is illustrated a flowchart depicting the operation at the ARS 2530, which is initiated at a block 2802. The program then flows to a decision block 2504 to determine if a transaction packet has been received from any user PC. As described hereinabove, this transaction packet will include the address of the transmitting user PC 2522 on the GCN 2516 and, at the minimum, a unique transaction code. The transaction packet, in the preferred disclosure, will also contain information about the user in the form of a UID. The program will then flow to a function block 2806 to extract the unique transaction code and the UID from the transaction packet and perform a look-up in the database 2532. This is in the form of a look-up table or a relational database, as illustrated in FIG. 29. The look-up basically comprises determining if there exists in the relational data-

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base the received unique transaction code. If so, then the relationship between the received transaction code and other parameters such as the URL of the subscription department 2502, various transaction information associated therewith, etc., can be associated with this transaction code for effectively any type of E-commerce operation. This matching operation is performed in a decision block 2808. If no match is found, the program will then flow back to an error block 2810 through the "N" path to the input of decision block 2804, wherein an error will be returned to the user PC 2522 indicating that this is an invalid operation. This error information may provide instructions to the user that they should manually key in the information associated with the coded region 2515 or it can provide other instructions to the user.

Once it has been determined that the unique transaction code in the relational database (in user information database 2532) matches the unique transaction code in the transaction packet, the program will flow along the "Y" path from the decision block 2808 to a decision block 2812 to determine if there is a UID match. If not, then a flag will be set in block 2814 indicating that no UID information was sent by the user PC 2522. The flow from both blocks 2814 (no UID match) and 2812 (UID matches) will proceed to a function block 2816. In block 2816, the E-commerce information is extracted from the relational database. This E-commerce information may be only a URL of the subscription department 2502, or a combination of the URL and the UID information. This UID information, as described hereinabove, is basically user profile information which can be transferred to the subscription department 2502. When the database 2532 is initially set up, the subscription department 2502 will provide certain information to the administrator of the ARS 2530 for creating the relationships between the transaction code and various other information. At the minimum, a URL will be provided. However, there can be provided other information such as transaction information. This transaction information is such that it requires certain parameters of the user profile to be returned and there could even be statistical information performed at the ARS 2530, which is not disclosed herein. However, the type of information that is to be returned to the subscription department 2502 in response to the unique transaction code having been looked up in the relational database of FIG. 29 and the database 2532 will be assembled into a return packet for transmission to the subscription department 2502. This is indicated in a function block 2818.

In the function block 2818, this return packet is assembled at the ARS 2530. This return packet basically must initially include the destination address of the user PC 2522, which is received as part of the received transaction packet. At the minimum, there will be included therein the URL of the distributor or the subscription department 2502 and the associated E-commerce information. In one embodiment, this associated E-commerce information includes the unique transaction code. However, it could include information about the original arrangement made with the administrator at the ARS 2530 in conjunction with the magazine distributor 2506. Such arrangement may set up the transaction such that certain transaction information can be modified. For example, that information returned to the subscription department 2502 may be other than the unique transaction code, such as the actual transaction information that will enable the subscription department 2502 to effect the subscription. Or, the subscription department 2502 may be operated such that the magazine distributor 2506 prefers not to modify the operation thereof to include another layer of relationships associated with the unique transaction code. Since there may already be an existing relationship between a subscriber and



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the database **2504** at the subscription department **2502**, the information returned by the ARS **2530** via the user PC **2522** may only be the information necessary for the subscription department **2502** to effect the subscription renewal. However, some information must be returned in the form of a request for the subscription department to renew a particular subscription. The preferred embodiment of the present disclosure would be to return the transaction packet to the user PC **2522**. The reason for this is that the magazine distributor **2506** need only have stored in the user information database **2532** at the ARS **2530** location a URL of the subscription department **2502** in addition to, at the minimum, a request by the ARS **2530** in the transaction information field, to return certain portions of information stored in the user profile at the database **2532**. Thereafter, different transactions could be effected wherein the same unique transaction code is utilized. For example, this unique transaction code would be owned by the magazine distributor **2506** and would be associated at the subscription department **2502** with a particular transaction. At a later time, it may be associated with a different transaction. Even further, there could be some time sensitive information associated with the transaction code such that receipt of the transaction code after a certain period of time would indicate a different operation. For example, there could be a situation where the subscription renewal, when received within a first period of time, were for a lower value as compared to a situation where the subscription renewal was effected at a later time for a "full rate."

Once the return packet has been assembled, it is sent to the user PC **2522**, as indicated by a function block **2820**, which relays the information to the distributor URL to the subscription department **2502** according to the well-known HTML protocol. The program then proceeds to an End block **2822**.

Referring now to FIG. **30**, there is illustrated a flowchart depicting the operation at the subscription department **2502**, which is initiated at a block **3002**. The program then flows to a decision block **3004** to determine if a transaction packet for a subscription renewal has been received via the GCN **2516**. If not, the program then continues in a loop back to the input thereof. Upon receipt of the transaction packet, the program flows to a function block **3006**. At this point, the subscription department **2502** is connected to a user PC **2522** and the renewal transaction packet is actually sent from the user PC **2522** to the subscription department **2502**. However, as described hereinabove, this renewal transaction packet is the returned information that was returned to the user PC **2522** with various instructions associated therewith. The information in the renewal transaction packet is merely "relayed" by the user PC **2522** to the subscription department **2502** over the GCN **2516** with the connection between the user PC **2522** and the subscription department **2502** established and maintained as described previously.

The information extracted by the subscription department **2502** from the renewal transaction packet is the unique transaction code and the user information or transaction information. The program flows to a decision block **3008** to determine if the transaction code is valid. This, of course, assumes that the unique transaction code was transmitted. However, as also described hereinabove, other information could be transmitted to the subscription department **2502** in place of the unique transaction code. This is something that would be determined in the relational database of FIG. **29** and the description associated therewith hereinabove. If the unique transaction code is not valid, the program will flow along an "N" path to a block **3010**, which provides for exiting the operation and returning an error message to the requesting user that the transaction is not one permitted at the subscription depart-

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ment **2502**. For example, if there has been a time-out of the offer for a subscription renewal, this information could be returned to the user. Or, there may be an error indicating that this was not a permitted transaction. In such events, the user would have to manually renew the subscription. Information about such error could be provided also. Additionally, there could be information provided to the user to refer the user to a different location over the GCN **2516**, e.g., to another information "web page."

If the unique transaction code is determined to be valid in block **3008**, the program will flow to a decision block **3012** in order to determine if the user ID is valid for this particular transaction. Perhaps the renewal form was sent to the wrong user or that a user responding was actually not one that had received the renewal form to renew the subscription. As an example, suppose a particular magazine sent subscription renewal forms to ten million subscribers with the same unique transaction code. Suppose further that these renewal forms were only directed to these particular users in the database. Consider, then, that another subscriber to a separate magazine attempted to utilize this renewal form's unique transaction code to renew another magazine, even if the magazine were associated with that magazine distributor. Therefore, the decision block **3012** determines both that the user that is sending the unique transaction code, i.e., trying to complete a renewal transaction with a unique transaction code in the coded region **2515**, is both (a) identified as a valid subscriber in the database **2504** and (b) that he/she is properly associated with this transaction, i.e., they have a subscription to renew.

Once it has been determined that the user is valid and that this is a valid transaction for the associated transaction denoted by the unique transaction code, the program will flow along a "Y" path to a function block **3014** to complete the E-commerce transaction, i.e., renew the subscription. The program will then flow to a function block **3016** to send a verification to the user through the created link, since the user and the subscription department are connected via the GCN **2516** during this transaction. However, the situation could also exist where the subscription department **2502** could acknowledge to the user that their renewal request had been received and they were processing it. The actual verification could be forwarded back through another medium, such as through a postal link or through an E-mail in the form of an electronic verification. Of course, this would require that the E-mail information be contained within either the database **2504** at the subscription department **2502** location or it were a part of the information contained in the ARS database **2532**. Following the step in block **3016**, the program then flows to an End block **3018**.

Referring now to FIG. **31**, there is illustrated a flowchart for the operation of an alternate embodiment of the method for updating or modifying or completing an E-commerce transaction according to the present disclosure. The flow begins at block **3100** and proceeds to block **3102** where the machine generates a machine readable code, typically in binary form, having a unique transaction code embedded therein. Following block **3102**, the flow advances to block **3104** to forward the subscription update information to the subscriber in the form of a communication **2514** as illustrated in FIG. **25**. Upon receipt of the information by the subscriber, which in this example is the user at the consumer site **2520**, the user is provided the opportunity to scan the associated code representing the unique transaction code and the subscription update information in block **3106**. The action by the user at consumer site **2520** to scan the associated code in block **3106** includes the detection, decoding and storage of the coded information in a network accessible database. Following

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block **3106**, the flow proceeds to block **3108** where the system accesses the advertiser reference server (ARS) **2530** to begin the processing of the transaction to update the subscriber information for the vendor site **2500**. After the ARS **2430** is accessed, the flow proceeds to block **3110** to access the financial site to obtain the user financial information which is assembled with user information in block **3112** into transaction packet.

Continuing with FIG. **31**, upon assembly of the transaction packet which now contains, in addition to the unique transaction code, the financial information and the user information, a connection is established to the vendor site **2500** in block **3114**. The step of block **3114** is followed in block **3116** by the forwarding of the assembled information contained in the transaction packet to the vendor site **2500** for processing by the vendor. When the vendor receives the transaction packet in block **3118**, the vendor looks up the subscription information on the vendor database **2504**. The vendor database **2504** is shown coupled to the subscription department **2502** which is the part of the vendor site **2500** coupled to the global communication network **2516**. The subscriber information is processed in block **3118** and the flow advances to block **3120** to complete the E-commerce transaction between the vendor site **2500** and the consumer site **2520**. The illustrative E-commerce transaction provides for the updating of a subscription to a periodical such as renewing the subscription or extending the subscription or changing the subscriber's address or otherwise responding to the subscription provider's offer or request provided in the communication **2514**. The initial transaction is thereby completed or updated as defined in block **3122**. Following the updating of the subscription which may also in other similar applications mean the completion or modification of the E-commerce transaction, the flow proceeds to block **3124** which ends the process of the particular illustrative transaction described herein.

Although the preferred embodiment has been described in detail, it should be understood that various changes, substitutions and alterations can be made therein without departing from the spirit and scope of the invention as defined by the appended claims.

What is claimed is:

**1.** A method for modifying a previously existing electronic commerce transaction between a vendor at a vendor site and a user having access to a consumer site, wherein each of the vendor site and the consumer site are interfaced to a global communication network and have access through the global communication network to one or more remote sites, comprising the steps of:

associating a unique transaction code during a new electronic commercial transaction, and unique to the new electronic commercial transaction, between the user at

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the consumer site and the vendor at the vendor site with the previously existing electronic commercial transaction in association with a step of delivering to the user having access to the consumer site of a communication directed to the user relating to the subject matter of the previously existing commercial transaction between the vendor site and a user of the consumer site such that the user is provided the unique transaction code in conjunction with such delivery, and which new electronic commercial transaction is one that modifies the previously existing electronic commercial transaction;

enabling communication of information in a transaction packet transmitted from the consumer site to the vendor site through the global communication network, wherein the information includes the unique transaction code, and information about the user at the consumer site; and

modifying electronically the previously existing commercial transaction between the vendor at the vendor site and the user at the consumer site utilizing the information in the transaction packet associating the transaction code with information about the user, wherein the modification requires only the transaction code and the information about the user.

**2.** The method of claim **1**, wherein the step of associating a unique transaction code comprises the steps of:

preparing for delivery to the consumer site the communication relating to the subject matter of the previously existing transaction wherein the subject matter of the previously existing transaction includes at least one issue of a subscription, a shipment of an order for merchandise or an agreement to perform a service or information about such subject matter;

providing a label having encoded thereon in machine readable form the unique transaction code; and

affixing the machine readable label to the communication relating to the subject matter of the original transaction.

**3.** The method of claim **1**, wherein the step of associating a unique transaction code comprises the step of:

delivering the communication relating to an issue of a magazine subscription according to terms of the previously existing transaction, the communication having indicia affixed thereto including the unique transaction code.

**4.** The method of claim **3**, wherein the step of delivering comprises the step of:

scanning the indicia affixed to the communication and reading the unique transaction code embodied therein for assembly into the transaction packet.

\* \* \* \* \*